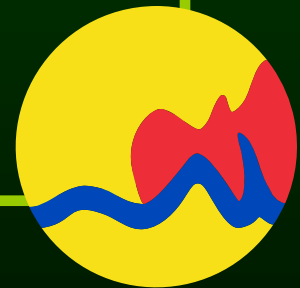


Creating and Implementing a Community Vision

City of Grand Rapids Planning Department

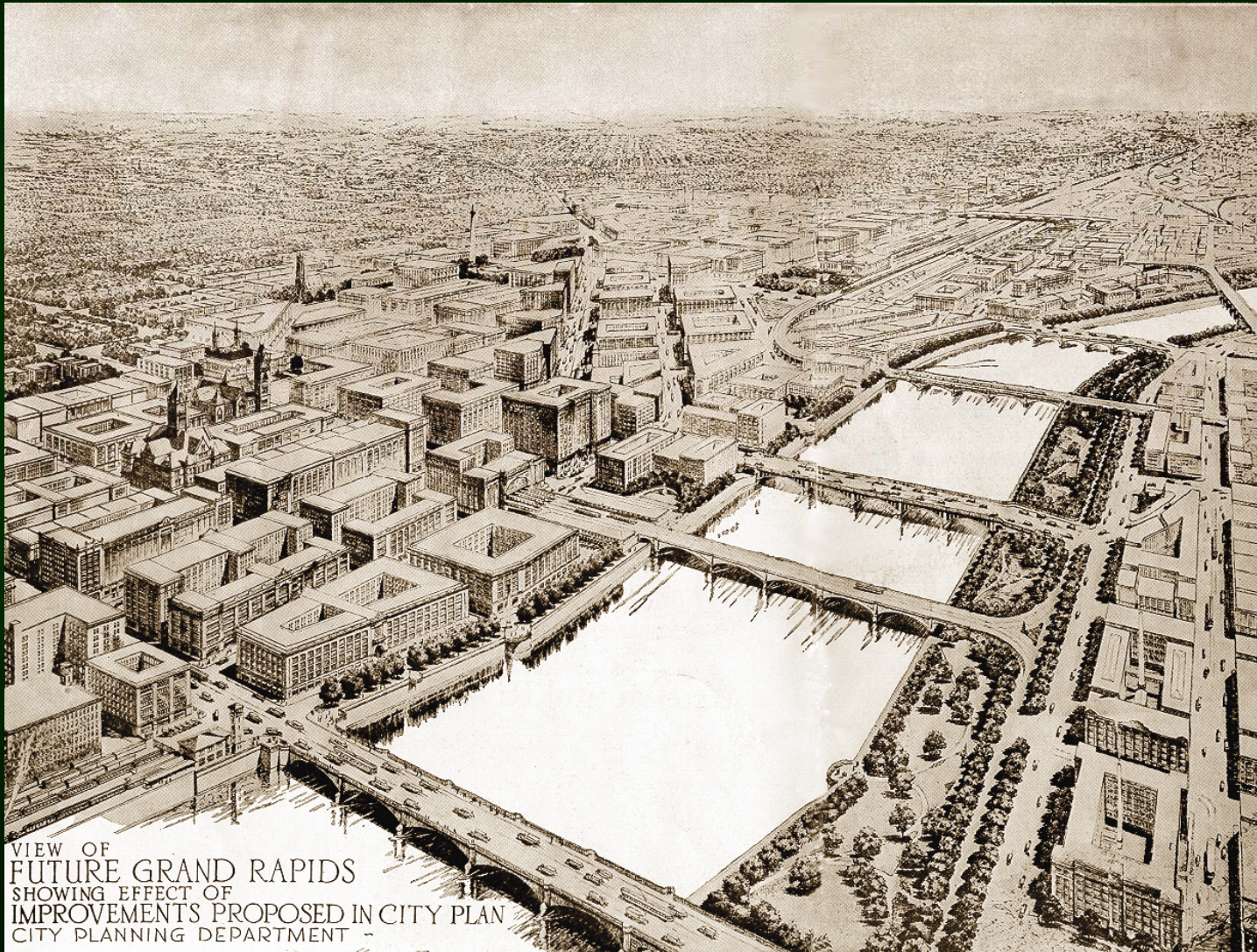


CITY OF
GRAND
RAPIDS

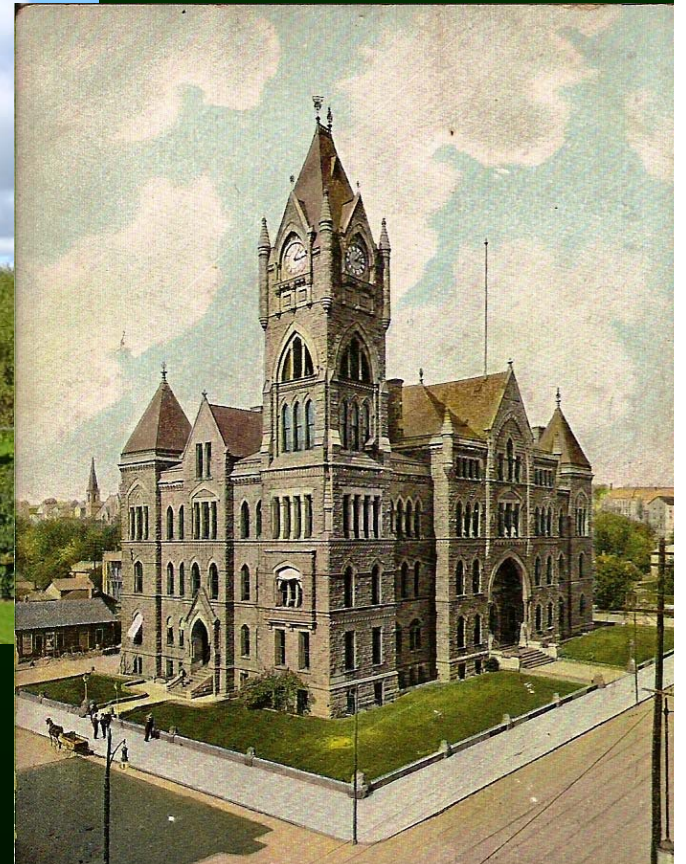
What is a Master Plan?

- The basic policy guide for future development and land-use decisions in a community.
- General in nature, based on community's vision.
- Long-range, typically 20 years in the future.
- Master Plan is required for a valid Zoning Ordinance.
- Tool to manage climate change and advance sustainability principles.

1923 – City Beautiful



1963 – Urban Renewal



Grand Rapids On The Move

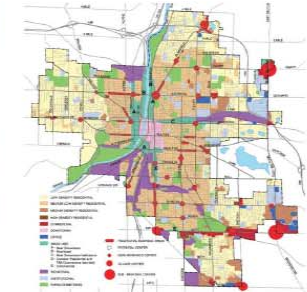


Grand Rapids On The Move



2002 Master Plan

CITY OF GRAND RAPIDS 2002 MASTER PLAN



Plan Grand Rapids Characteristics

- Partnerships: Frey Foundation, The Right Place, City of Grand Rapids
- Plan GR Steering Committee: Build Trust
- Public Involvement: The Process is the Product
(a quality product will be created if there is a quality process)
- Smart Growth Principles: Framework for Plan
- Development Character: Urban Design

Public Involvement



Opportunities to Be Involved

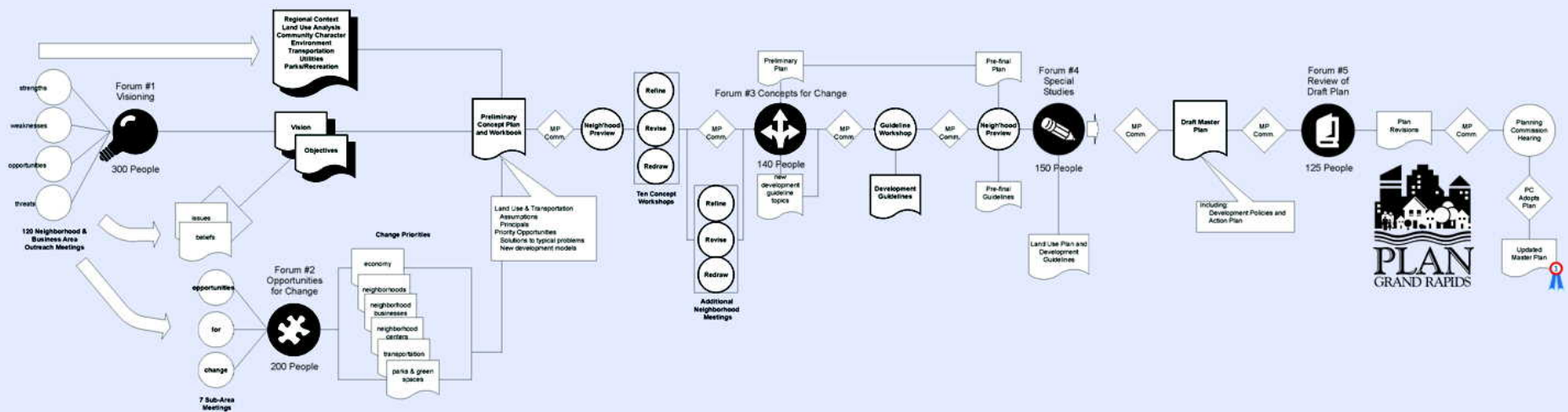
- Public Relations
- Plan GR Newsletter
- News Coverage
- Advertisements
- Video Segments
- Presentations
- Libraries
- Website
- CDBG Funding for Neighborhood and Business Associations
- Minority Outreach
 - Bilingual Materials
 - Churches

Opportunities to be Heard

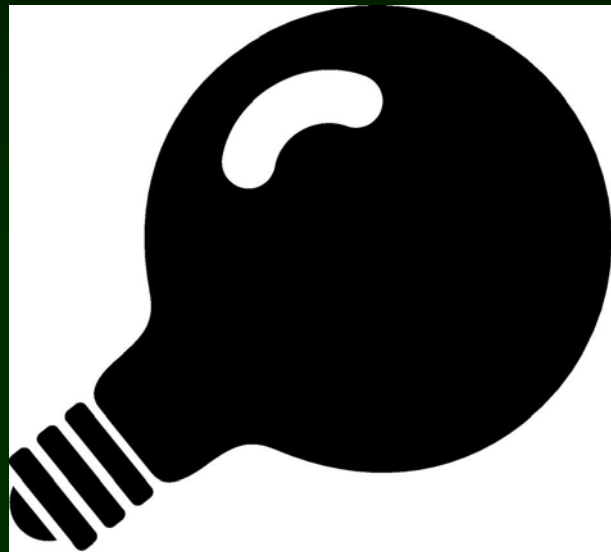


- Intuitive Process:
Listen, Learn, Show
- Be Truthful
- Community Oriented
Government Teams
- Steering Committee
- 5 Phases: “Simmer”

Plan Grand Rapids Process



Visioning



PLAN AHEAD!

How would you like to see Grand Rapids change in the next 20 years? • Tell us on Tuesday, March 20th, at the first Master Plan Community Forum called "Visioning". That's when you and other people who live and work all over the city can put your heads together to help shape Grand Rapids' future • Find out how people view our City. What are its bright spots? What could be better? • Build on those ideas. In 20 years, what should Grand Rapids offer to people who live, work or visit here?

Plan ahead! Join us at Central High School on Tuesday, March 20th at 6:00PM. Park in the lots on Lyon Street or at City High/Middle. Please enter through the main front doors facing Fountain Street.

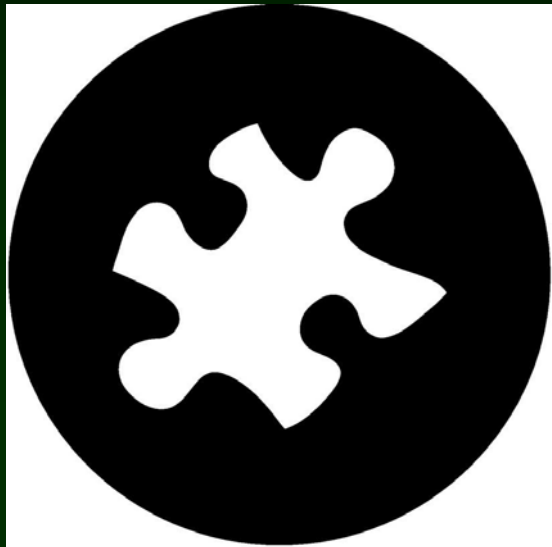


The parking lot at Fountain Street and Prospect Avenue NE and the west entrance will be reserved for the disabled. Questions? Please call us at (616)456-3031 or go to: www.ci.grand-rapids.mi.us.

TUESDAY, MARCH 20, 2001 • 6-9PM
CENTRAL HIGH SCHOOL - 421 FOUNTAIN NE

- SWOT Analysis
- Focus Groups
- Discussion Guide
- Community Profile
- Values and Issues
- Visions

Opportunities for Change



GOT PLANS?

Share your ideas on June 19 at Community Forum #2 called "Opportunities for Change." • Join interested citizens as we look at Grand Rapids like a puzzle. Let's identify those areas that need a new "piece" of development. • Think about how the puzzle pieces of our community could be reworked to fit differently, function better and improve our quality of life. • Where do opportunities for change exist? • How should these areas be prioritized? • Which changes are most important?

Got Plans! Join us on June 19 from 7:00 - 9:00PM. We will be meeting at Union High School, 1800 Tremont NW, (between Bridge Street and Leonard Street NW, one block east of Covell Avenue). The

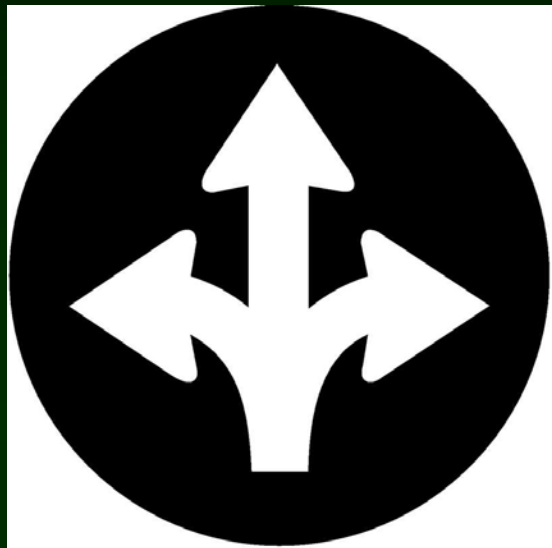


school is ADA accessible. All Plan Grand Rapids events are open to the public. Questions? Call the City of Grand Rapids Planning Department at (616) 456-3031 or visit the web at: www.ci.grand-rapids.mi.us.

TUESDAY, JUNE 19, 2001 • 7-9PM
UNION HIGH SCHOOL - 1800 TREMONT NW

- Map locations where change is anticipated, desired or feared
- Identify common themes
- Prioritize

Concepts for Change



MAKE PLANS!

On November 15, we'll be talking about "Concepts for Change" the first draft of ideas for Grand Rapids' new Master Plan. • Should we... Attract more people to live in Grand Rapids? Reconnect the Grand River to the West Side? Build walkable neighborhood centers? Create a competitive city? • Have we listened to the community? Is everything in the right place? Is anything missing? • Community Forum #3 is the halfway point in the planning process. • Help set the direction for the future!

Make Plans! Join us on November 15 at Ottawa Hills High School (south side of Burton SE, between Kalamazoo & Plymouth). Entrance is ADA accessible. Everyone is always welcome to

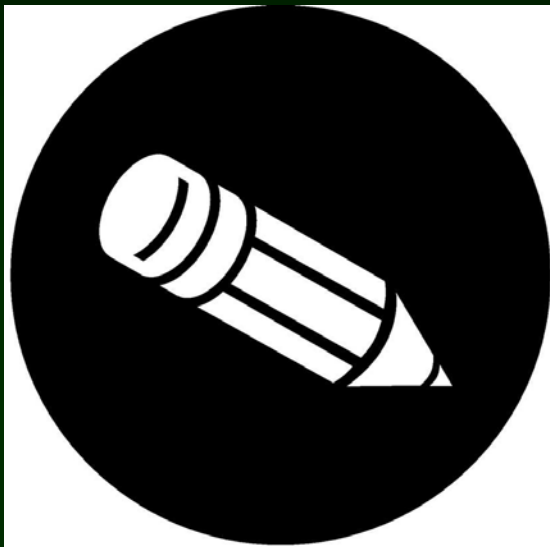


attend any Plan Grand Rapids event. Questions? Phone (616)456-3646 or find our newsletter (in English and Spanish) at: www.ci.grand-rapids.mi.us under Planning Department, Master Plan.

THURSDAY, NOVEMBER 15, 2001 • 6:30-9PM
OTTAWA HILLS H.S. - 2055 ROSEWOOD SE

- Develop preliminary ideas for translating visions and prioritizing opportunities for change
- Concepts for Change Workbook

Guidelines for Change



PLAN ON IT!

Time is running out! • On Tuesday, March 26 at Creston High School we will be drawing Grand Rapids' future at Community Forum #4 called "Guidelines for Change". • What will be the contents of the Master Plan? • How will proposed changes in the City happen and what will they look like? • Test community goals and apply the tools we have learned to four special areas of the City! • Have we listened? • After tomorrow, there will be only one citywide meeting left to provide input on the Plan!

Plan On It! Join us on Tuesday, March 26 at Creston High School, 1720 Plainfield NE. Entrance is ADA accessible. Everyone is always welcome to attend



any Plan Grand Rapids event. Questions? Phone 456-3646 or go to the web: www.ci.grand-rapids.mi.us look under the Planning Department, Master Plan.

TUESDAY, MARCH 26, 2002 • 6:30-9PM
CRESTON H.S. - 1720 PLAINFIELD NE

- Sample development guidelines
- Develop parameters for special study areas
- Special studies

Plan Recommendations



IT'S A PLAN!

For the first time in 40 years, a new Draft Master Plan for the City of Grand Rapids will be unveiled to the public on Thursday, September 12. • You are invited to the fifth and final Community Forum for Plan Grand Rapids. • Tell us what you think about the Draft Master Plan and Future Land Use map, both developed from ideas proposed by hundreds of Grand Rapidsians! • You can also view the Draft Master Plan at www.ci.grand-rapids.mi.us, City Planning Dept. and libraries.

IT'S A PLAN! Join us on Thursday, September 12 at the Van Andel Museum Center, Public Museum of Grand Rapids, 272 Pearl Street NW. Open house



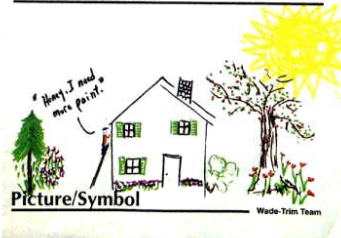
begins at 5PM, Master Plan presentation at 6PM. Entrance is ADA accessible. Everyone is always welcome to attend. Questions? Phone (616)456-3031.

THURSDAY, SEPTEMBER 12, 2002 • 5-7PM
PUBLIC MUSEUM OF GRAND RAPIDS • 272 PEARL ST. NW

- Draft plan report
- Community review
- Public hearing
- Adoption

Process Documentation

PLAN GRAND RAPIDS
Topic: GREAT OLDER NEIGHBORHOODS!
Issue: ABSENTEE LANDLORDS
We see:
A vibrant neighborhood of clean streets, beautiful, inviting homes & apartments, mature attractive landscaping... where everyone is engaged in the neighborhood, and showing owners pride.
Vision Statement



3.2.2 - Urban Heritage

We will capitalize on the urban assets of our older neighborhoods to make them the location of choice for households of all sizes, ages, incomes and races. The architectural character, compatible mix of uses, convenience and walkability of these areas will be reinforced by rehabilitating existing homes and businesses and carefully designing new infill development. Housing codes will also be important to the success of older neighborhoods. Because standards for quality and maintenance will be clearly expressed, supported by consensus and equitably applied, they will inspire all property owners to invest in their neighborhoods and take pride in their unique characters and values.

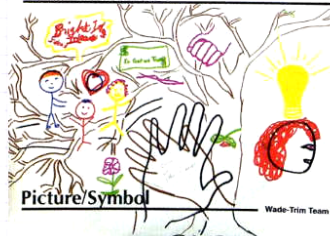
3.2.3 - Committed Home Owners, Landlords and Tenants

Home ownership for all income, racial, ethnic and disability groups will increase in many neighborhoods that have low rates of owner occupancy. Effective affordable housing and homebuyer assistance programs will help first time owners to achieve the American Dream. Grand Rapids will succeed in ensuring that rental housing is also a neighborhood asset. Landlords in our city will be responsible business professionals who maintain their rental properties to provide safe and decent homes that are also viable investments. Both landlords and tenants will be actively involved in their neighborhoods. They will be recognized for, and proud of, the contributions they make to neighborhood quality.

PLAN GRAND RAPIDS
Topic: Diversity
Issue: Minority and youth representation and involvement in Neighborhood Associations

Empower minority and youth involvement, to inspire and strengthen a diverse community; embracing the talent that fosters reconnection amongst neighboring minority groups and helps ensure equal access to all opportunities.

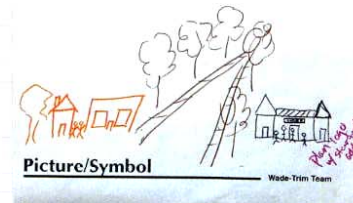
Vision Statement



R.M. 129
PLAN GRAND RAPIDS
Topic: OLDER NEIGHBORHOODS
Issue: POOR NEIGHBORHOOD APPEARANCE

We are a friendly community of caring residents, landlords, and business owners working together to actively maintain the appearance of our property and public spaces creating an atmosphere of which we are proud.

Vision Statement



3.2.4 - Collaboration and Community

Grand Rapids will be a city of inviting neighborhoods because caring and committed residents, landlords and business people will work together to maintain public safety, private property and public spaces to create an outstanding quality of life. Neighborhood-based planning and collaborative problem-solving will inspire a sense of mutual respect, shared responsibility and pride within each of the city's neighborhoods. Partnerships between neighborhood residents, business people and institutional leaders will take much of the uncertainty and conflict out of planning for new development and the reuse of existing buildings.

Smart Growth



Smart Growth Tenets

- Strengthen, and direct development towards, existing communities.
- Mix land uses.
- Encourage compact development patterns and building design.
- Create a range of housing choices and opportunities.
- Provide a variety of transportation choices.

Smart Growth con't

- Create walkable and accessible neighborhoods.
- Foster distinctive, attractive development with a strong sense of place.
- Preserve farmland, open space, natural beauty and critical environmental areas.
- Encourage stakeholder and community collaboration.
- Made development decisions predictable, fair and cost effective.

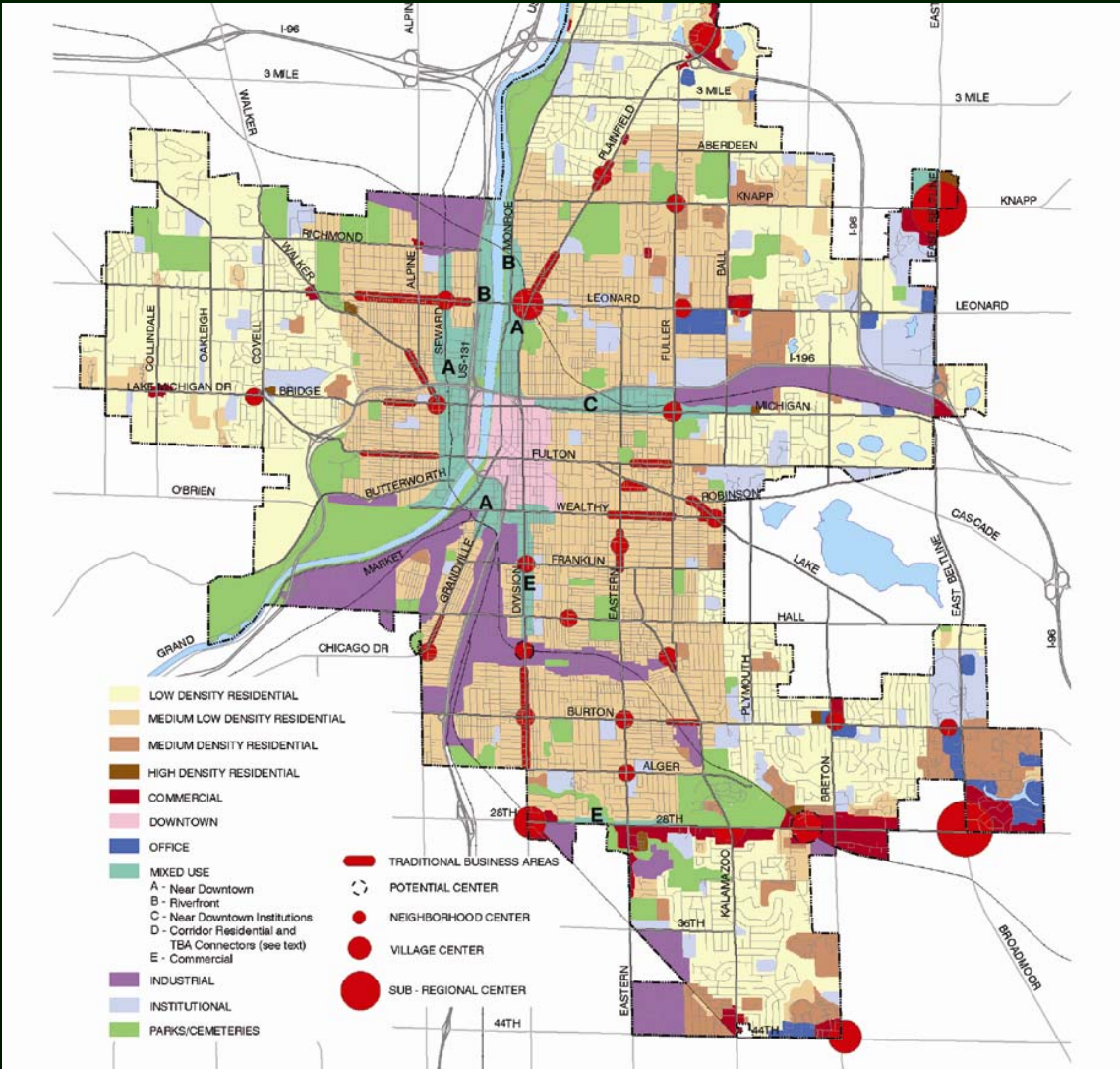
Great Neighborhoods



Vital Business Districts

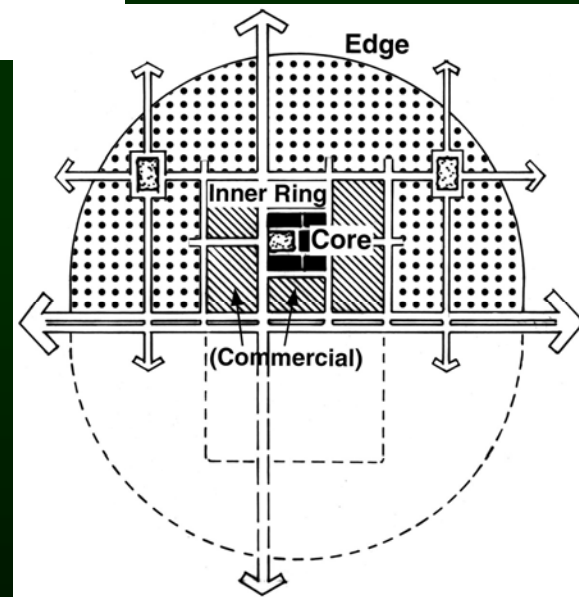
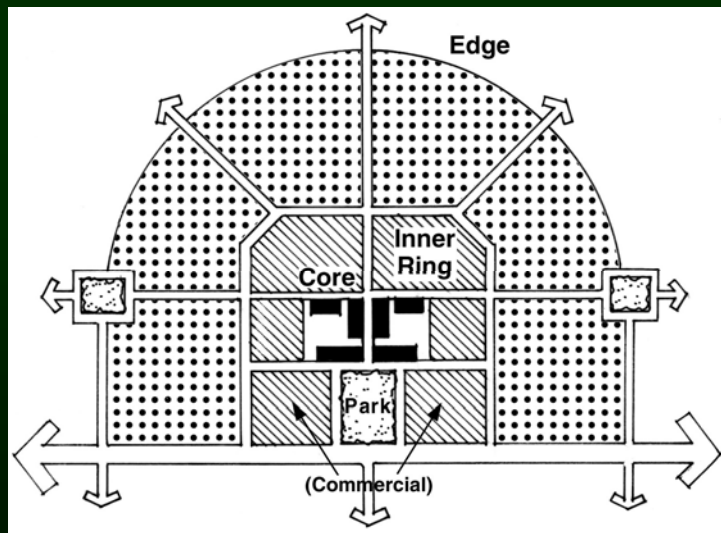
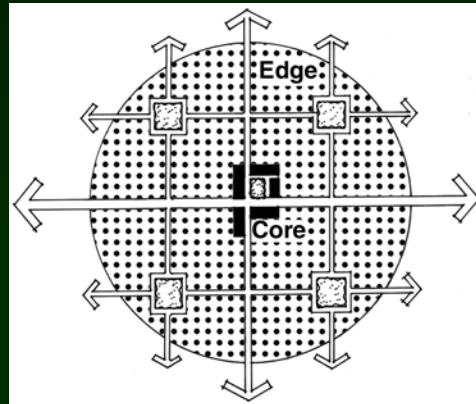


Future Land Use Map



Mixed-Use Centers

- Neighborhood
- Village
- Sub-Regional



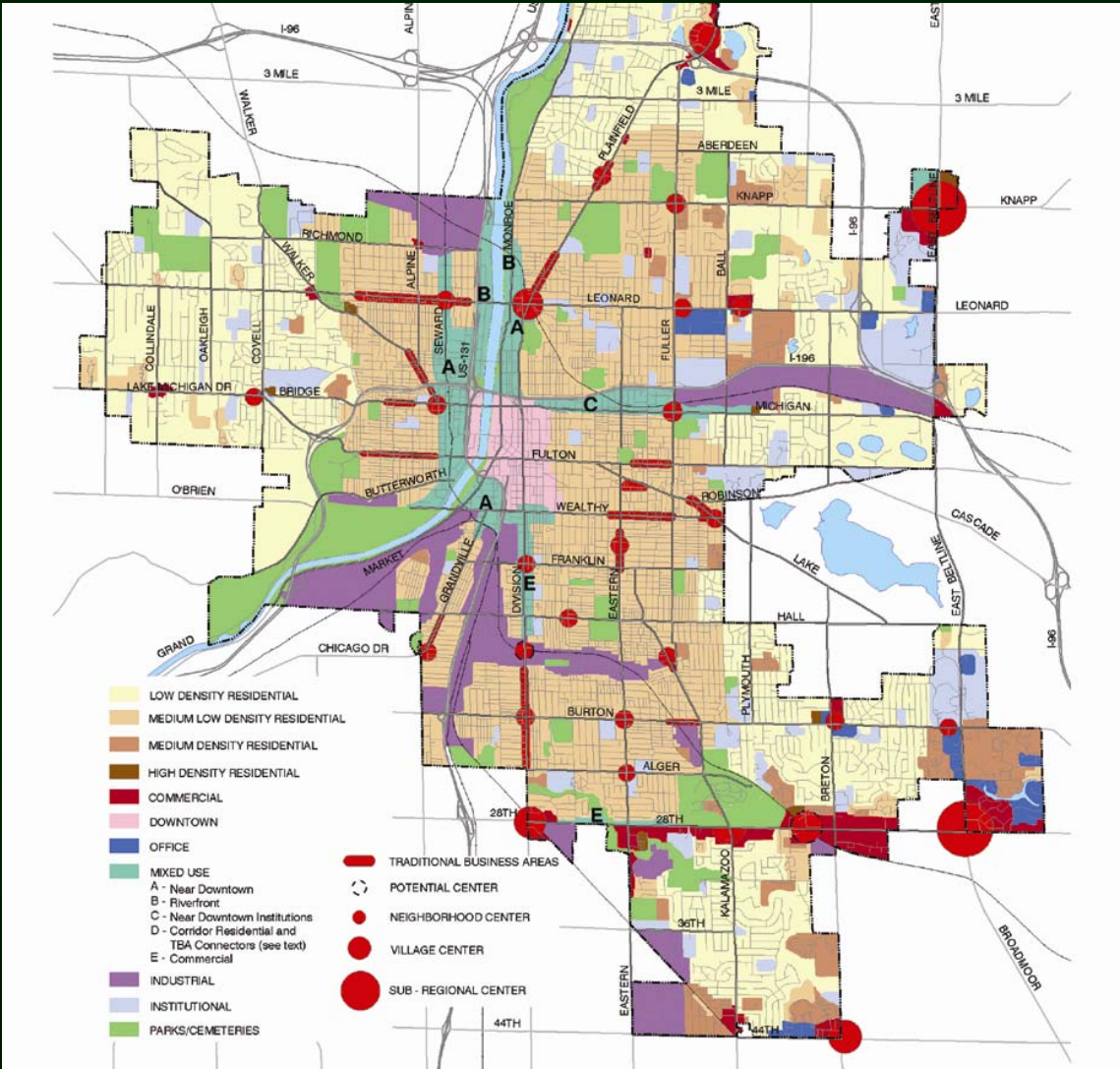
Balanced Transportation



A Strong Economy



Future Land Use Map



A City That Enriches Our Lives



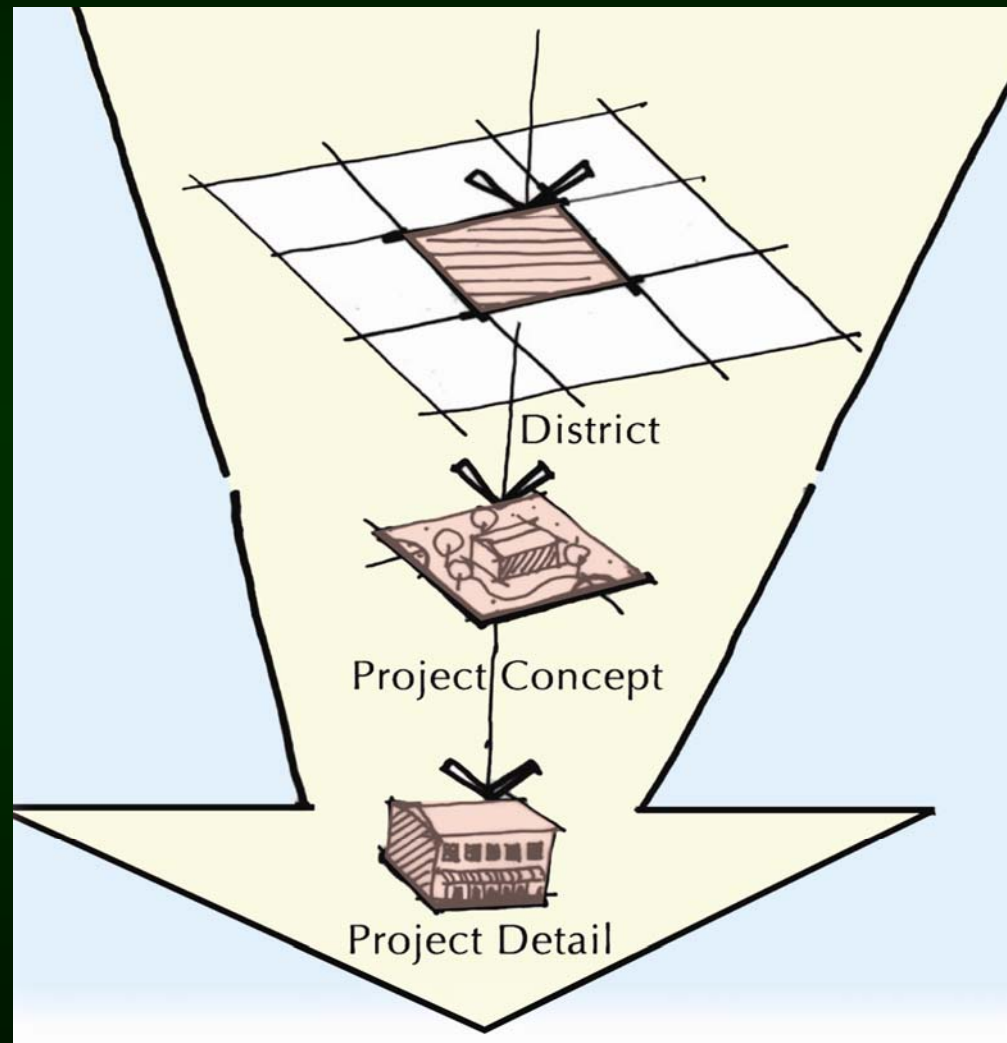
A City in Balance with Nature



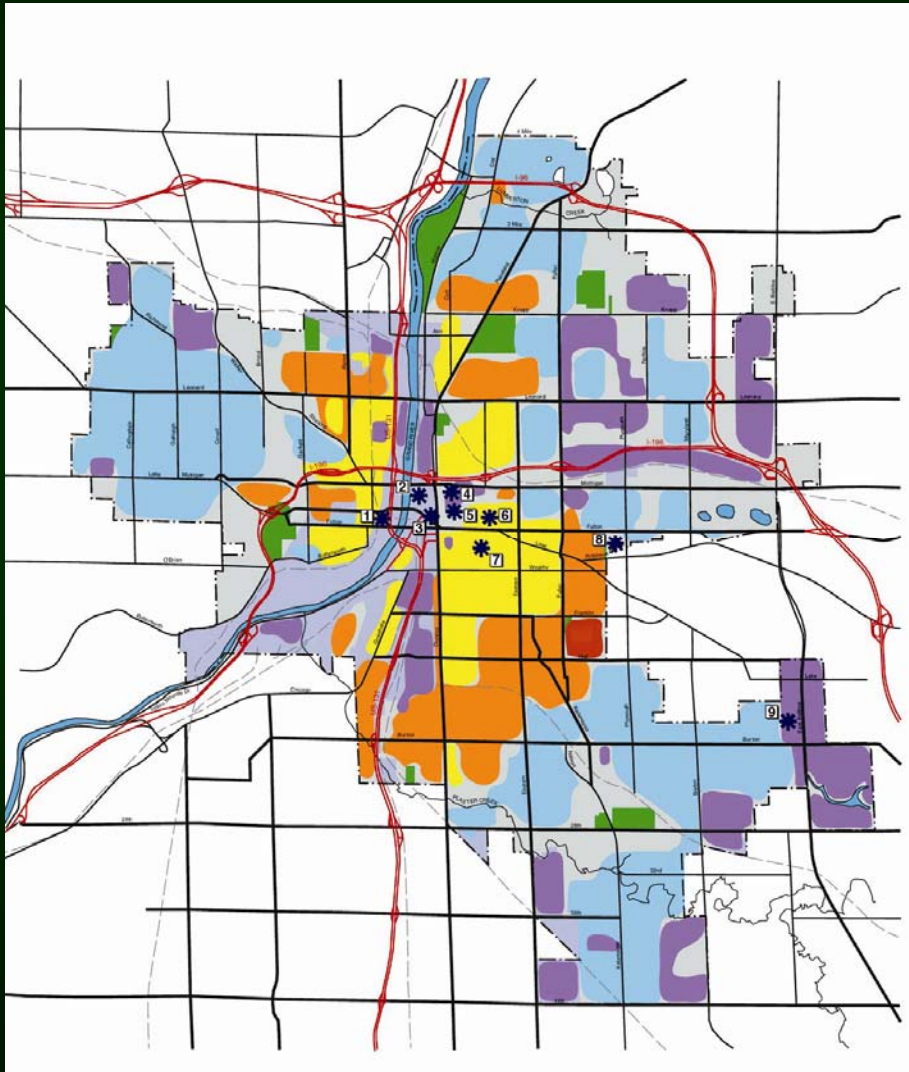
Partnerships



Development Character



Neighborhood Types



- People “like” their neighborhood
- Community Character
- Market Advantage
- Changing Households

Design Guidelines



The Boardwalk, formerly the Berkey and Gay furniture factory, is part of the ongoing transformation in the North Monroe area.

10.3 - Mixed-Use Overview

This section presents sample development guidelines that illustrate how careful attention to urban design can promote compatibility when different types of uses and densities of development abut one another or are mixed together. Examples are provided for the following situations:

- infill and parking in a traditional business area located in a pre-World War II neighborhood context;
- institutional mixed-use in a pre-World War II business area and neighborhood context;

- industrial mixed-use in a pre-World War II business area and neighborhood context;
- school reuse in a pre-World War II neighborhood context;
- auto-oriented commercial development in a post-World War II neighborhood context.

The Future Land Use Map illustrates many opportunities for mixing uses to promote the development of a human-scale, walkable, safe, transit-supportive city. In addition to Downtown and more traditional center city neighborhoods, these mixed-use areas include:

- areas adjacent to Downtown (to the north and south, and to the west of the Grand River);
- linear riverfront mixed-use areas;
- institutional mixed-use areas on Downtown's edges;
- traditional business areas;
- mixed-use centers at neighborhood, village and sub-regional scales.

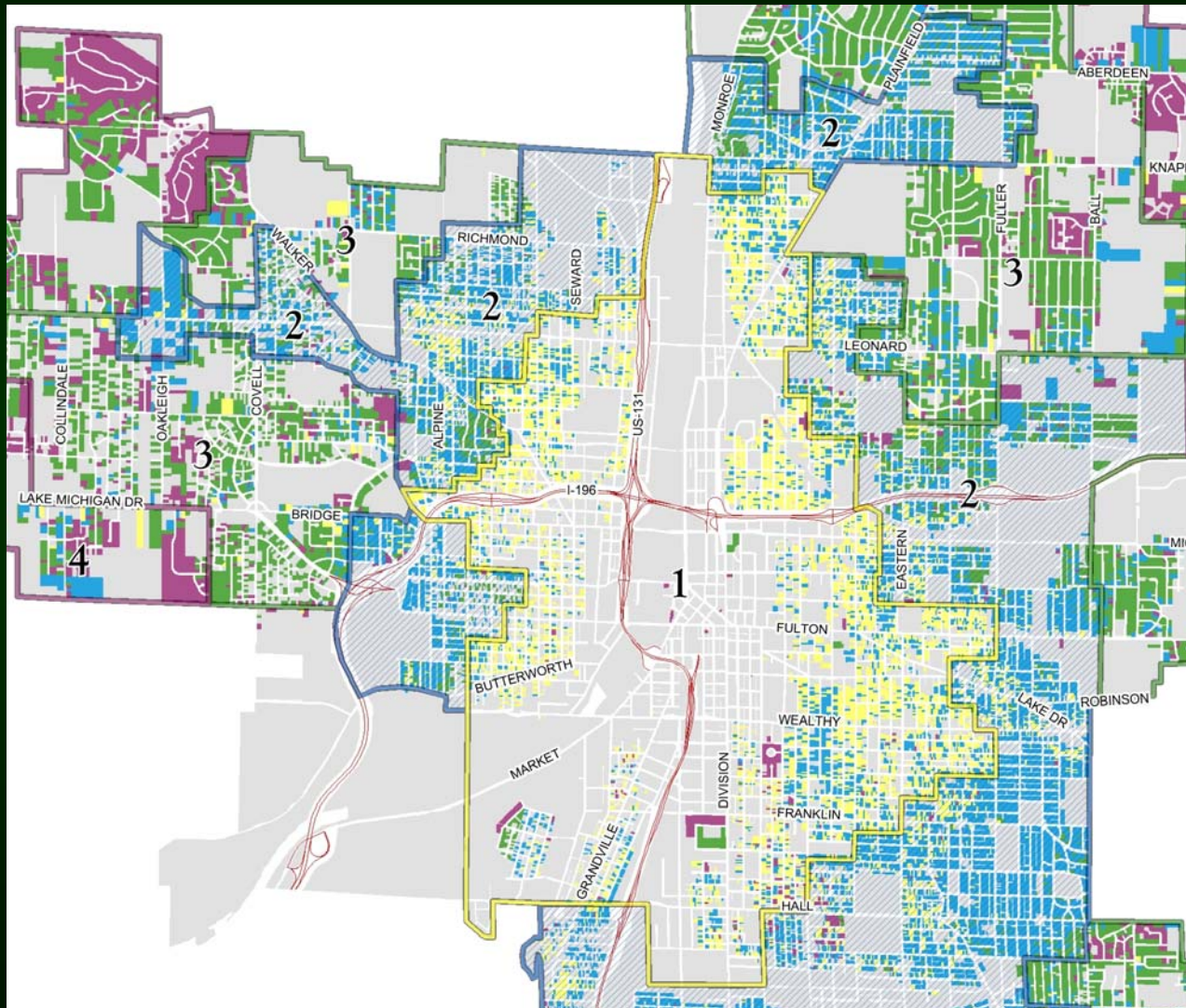
While not all areas of the city will be – or need to be – mixed-use in character, almost all areas will need to deal more effectively with the interface between residential and non-residential uses. Design that is sensitive to its surrounding context is critical in achieving this compatibility. The neighborhood character types suggested on *Pages 120-122* provide an overview of the range of physical form and architectural character in the city. This general guide provides a starting point for understanding how the elements of urban design can be used and interpreted to create a better fit between different types and densities of development.

Pattern Work Book

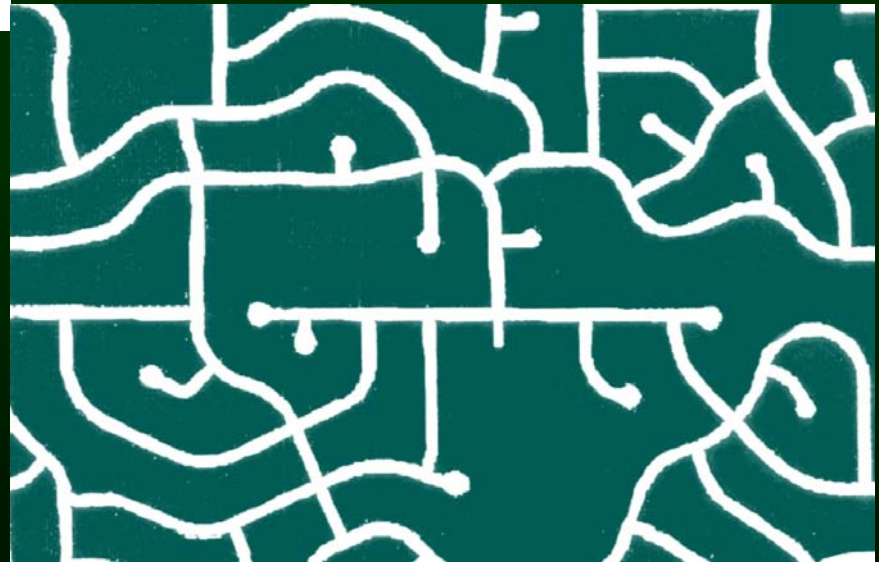


NEIGHBORHOOD
PATTERN WORK BOOK

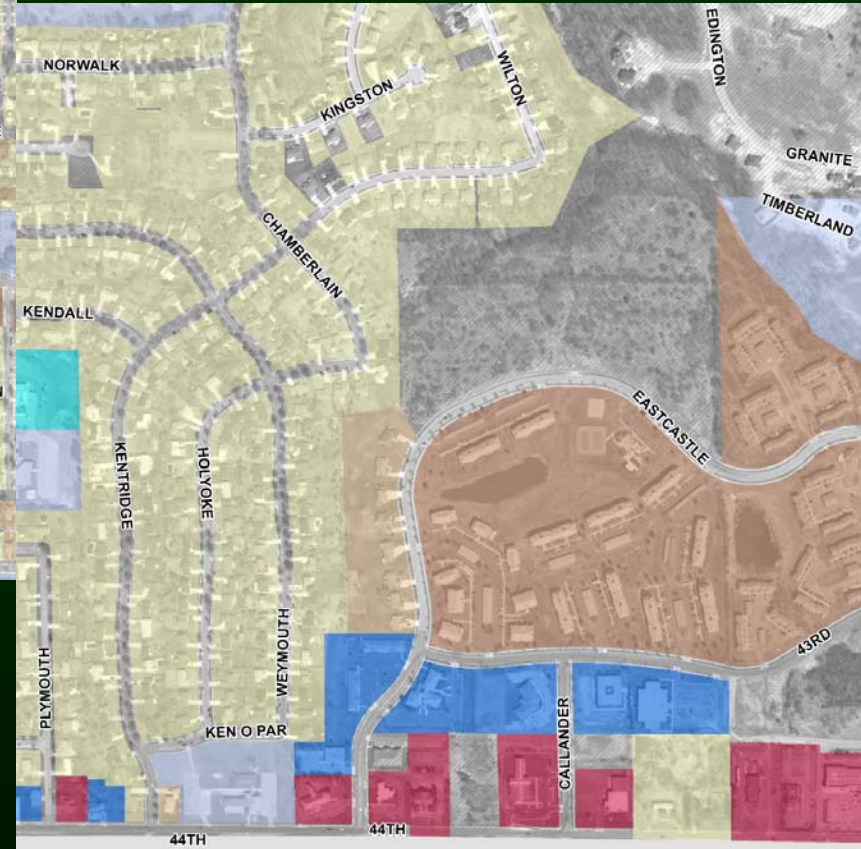
Neighborhood Types



Street Comparison



Land Use Comparison



“Form” of Structures



Residential Development



Commercial Development



Streetscape Design



Existing View

Streetscape Design



New multi-story multi-use infill

Streetscape Design



Street trees, lighting, wider sidewalks

Streetscape Design



Outdoor café, additional infill

1969 Zoning Ordinance





ZONING ORDINANCE

CITY OF GRAND RAPIDS, MICHIGAN



TEXT AND MAPS
SEPTEMBER 22, 2008



Effective November 5, 2007
Revised September 22, 2008

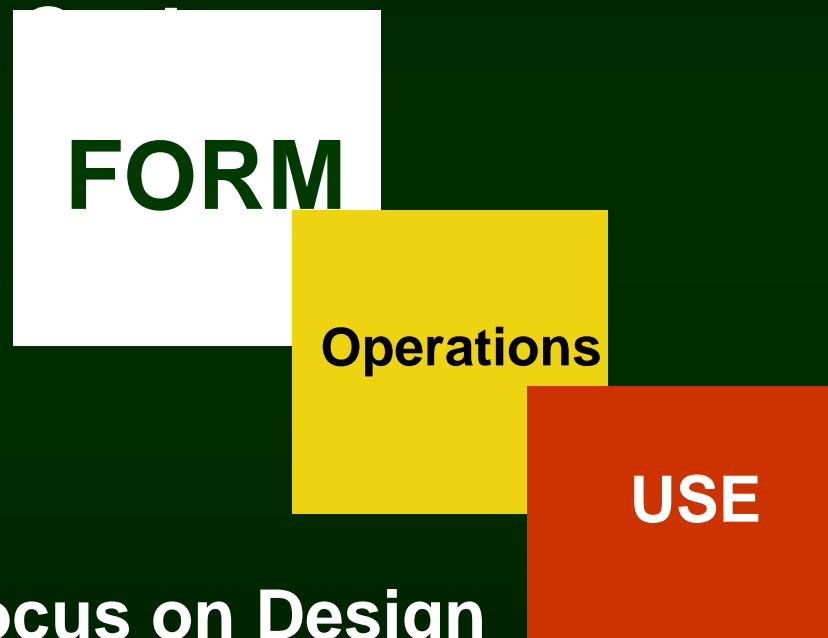
Key Differences

Traditional Zoning



Focused on use

Form Based



**Focus on Design
& Form**

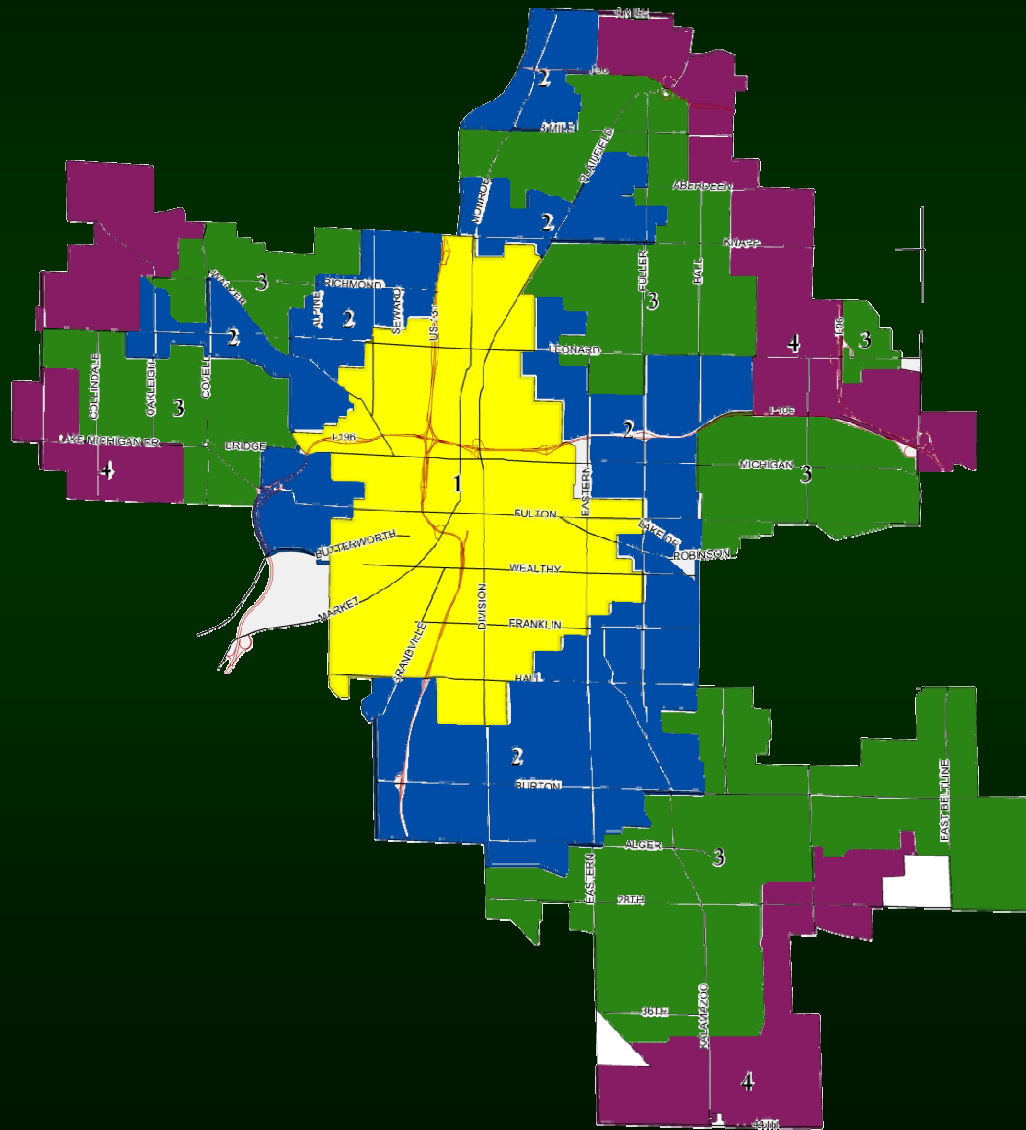
Regulations

Use	Use Categories, Approvals
Building Site and Placement	Lot Dimensions, Setbacks, Build-To Lines
Building Elements	Transparency, Articulation, Materials, Entry, Height
Accessory Provisions	Parking, Signs, Landscaping, Screening, Sidewalks, Accessory Buildings, Lighting

Basis for Zoning Ordinance

The principles of Smart Growth, LEED-ND criteria, Transect and Transit-Oriented Design (TOD) concepts, Crime Prevention Through Environmental Design (CPTED) standards and the Vision of 3,000 Grand Rapidians served as the basis for the new City of Grand Rapids Zoning Ordinance.

Neighborhood Districts



Zone Districts

TN - Traditional Neighborhoods

TN – LDR	Low-Density Residential	5.5.02.A.
TN – MDR	Mixed-Density Residential	5.5.02.B.
TN – CC	City Center	5.6.02.A.
TN – TCC	Transitional City Center	5.6.02.B.
TN – TBA	Traditional Business Area	5.6.02.C.
TN – TOD	Transit-Oriented Development	5.6.02.D.

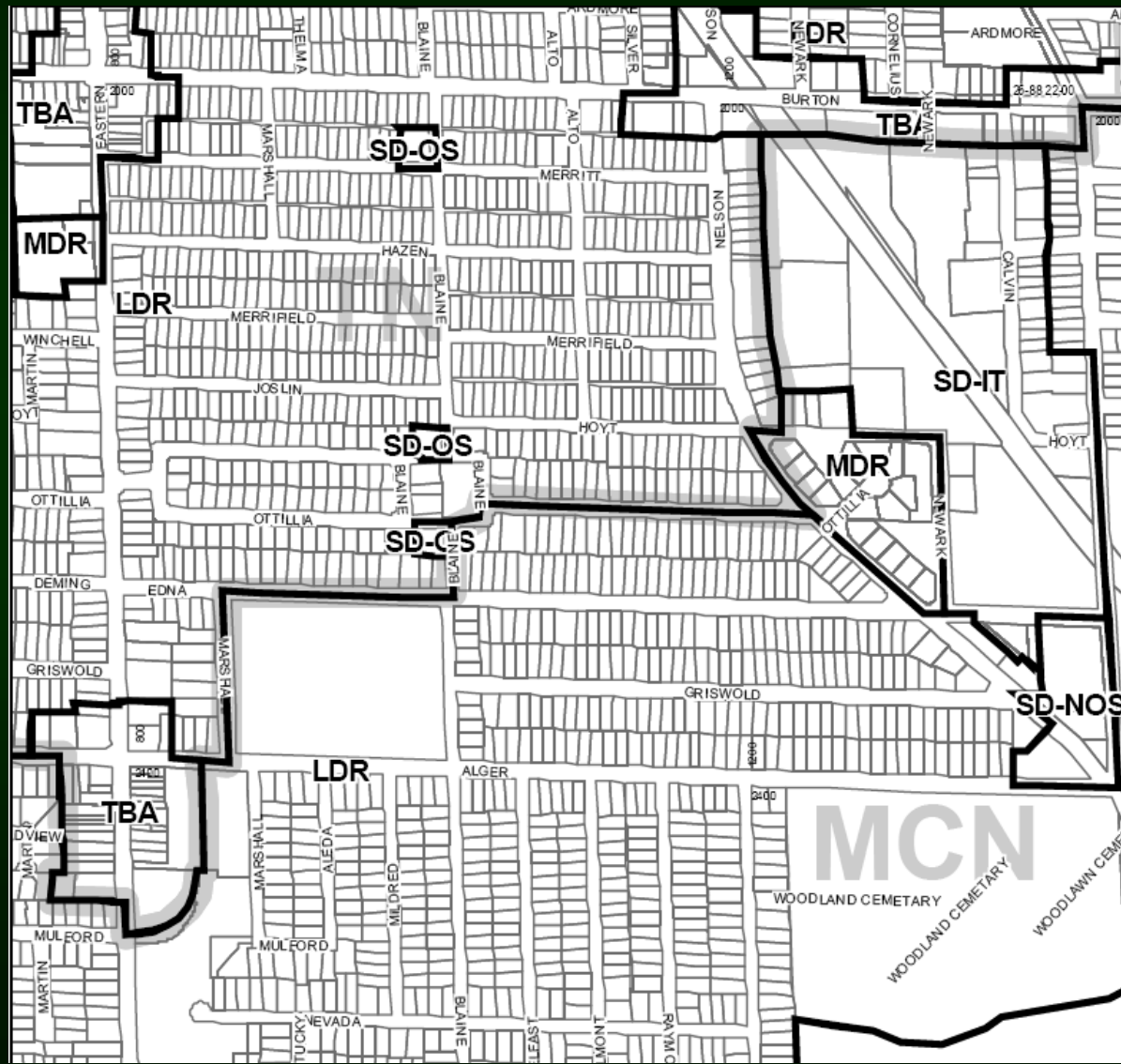
MCN - Mid-20th Century Neighborhoods

MCN – LDR	Low-Density Residential	5.5.03.A.
MCN - MDR	Mixed-Density Residential	5.5.03.B.
MCN – C	Commercial	5.6.03.A.
MCN – TOD	Transit-Oriented Development	5.6.03.B.

MON - Modern Era Neighborhoods

MON – LDR	Low-Density Residential	5.5.04.A.
MON – MDR	Mixed-Density Residential	5.5.04.B.
MON - C	Commercial	5.6.04.A.
MON - TOD	Transit-Oriented Development	5.6.04.B.

Zone Districts



Approvals

Table 5.12.02.C. Review Procedures and Decision-Making Bodies

PH = Public Hearing Required
PHO = Public Hearing Optional
M = Public Meeting Required

R = Review and Recommend
D = Decision-Making Body
A = Authority for Appeal

Review Procedure	Section	City Commission	Planning Commission	Board of Zoning Appeals	Planning Director	Duration
Counter Review <i>The proposed activity is subject to staff Counter Review approval.</i>	5.12.09.	-	-	A	D	1 year
Director Review <i>The proposed development is subject to approval of a Site Plan by the Planning Director.</i>	5.12.10.	-	-	A	D	1 year
Site Plan Review <i>The proposed development is subject to approval of a Site Plan by the Planning Commission.</i>	5.12.11.	-	M, D	-	R	1 year
Special Land Use <i>Land uses that require additional review prior to approval.</i>	5.12.12.	-	PH, D	A ¹	R	1 year
Zoning Ordinance Text Amendment <i>A change to text of the Zoning Ordinance.</i>	5.12.13.	PHO, D	PH, R	-	R	-
Zoning Ordinance Map Amendment (Rezoning) <i>A change in Neighborhood designation or Zone District on the Official Zoning Map.</i>	5.12.13.	PHO, D	PH, R	-	R	-
Planned Unit/Redevelopment District <i>See Special Districts, Planned Redevelopment District.</i>	5.12.14.	PHO, D	PH, R	-	R	2 years

Putting the Ordinance to the Test

Examples

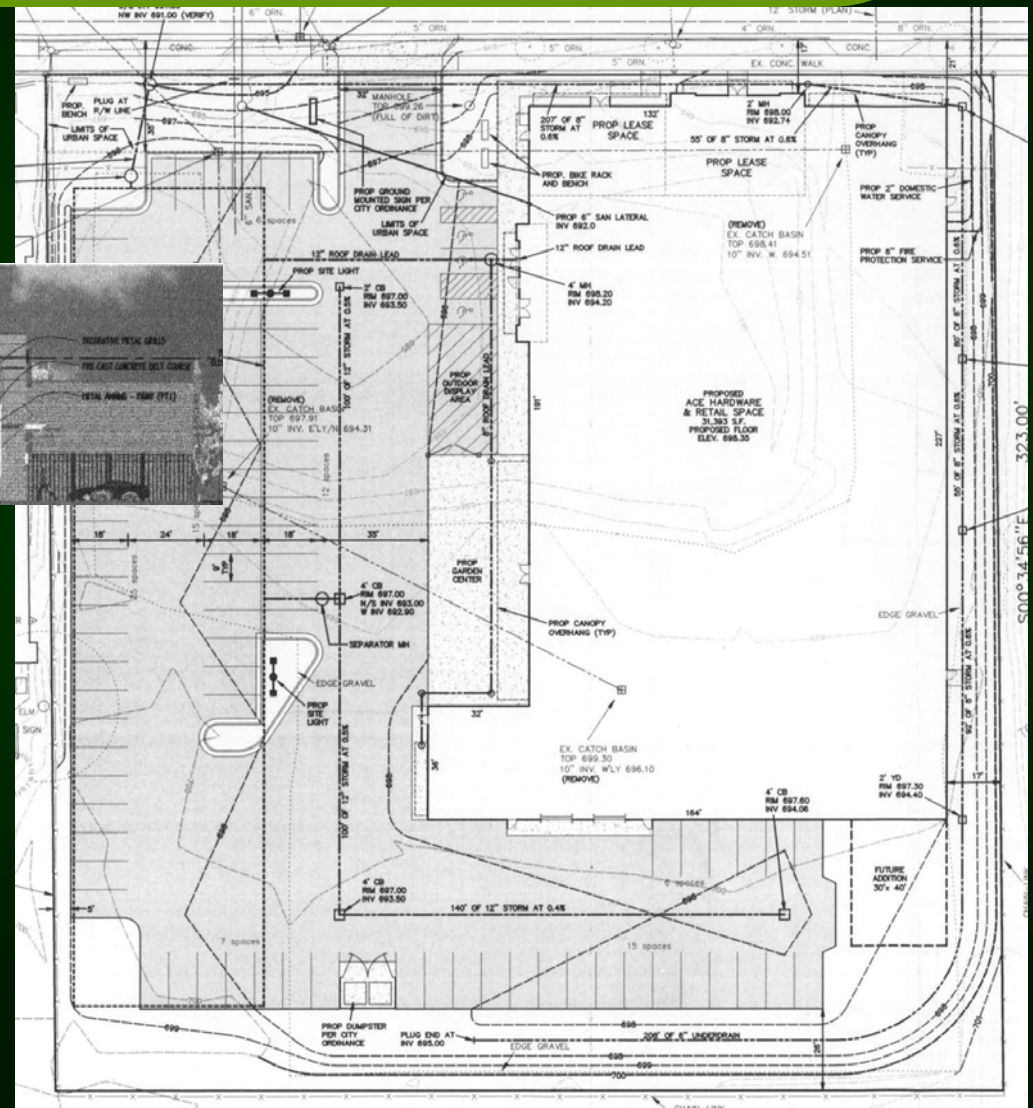
Building Placement



Building Placement



Building Placement



Window Transparency



Window Transparency



Windows & Articulation



Landscaping



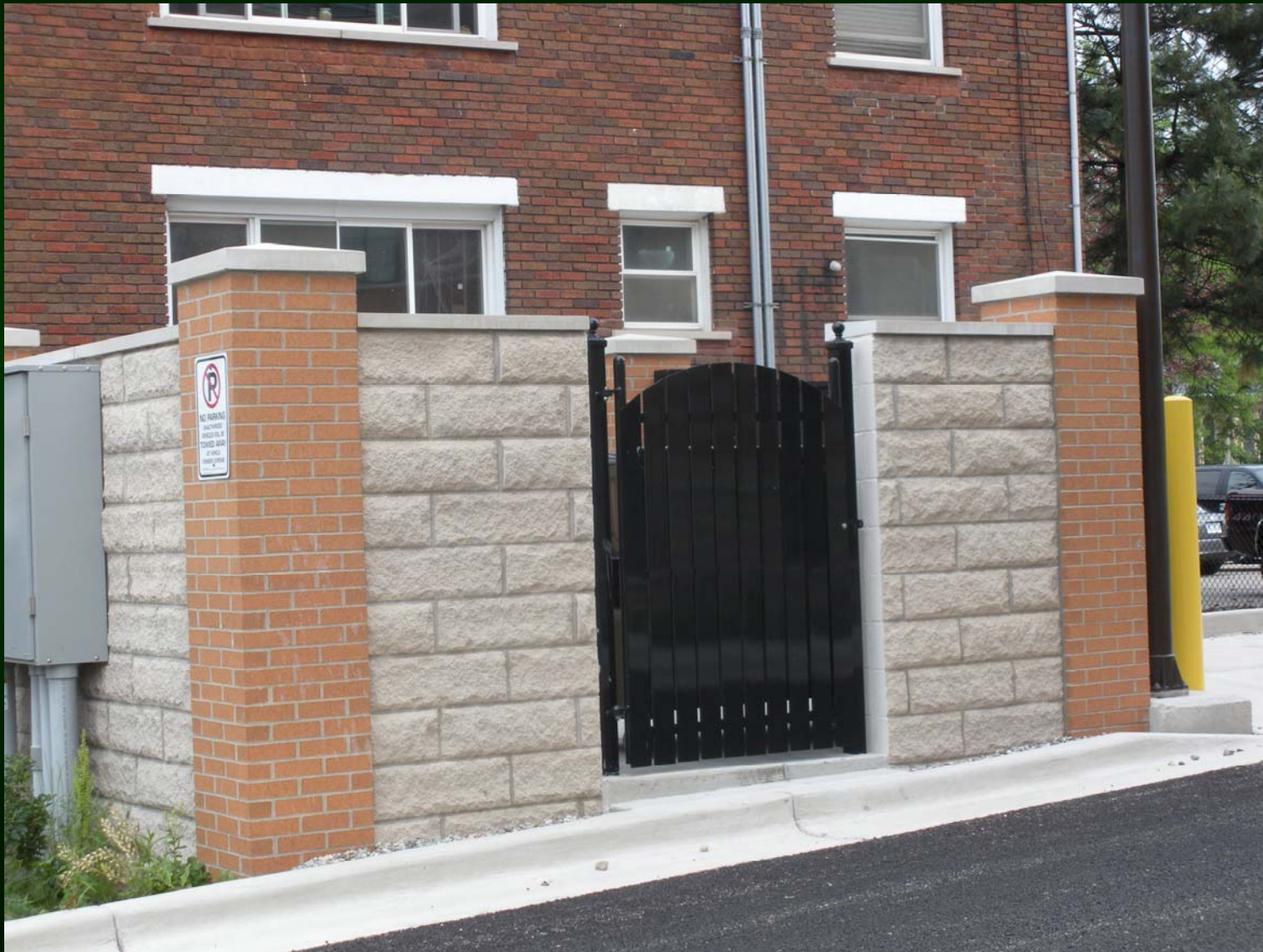
Landscaping



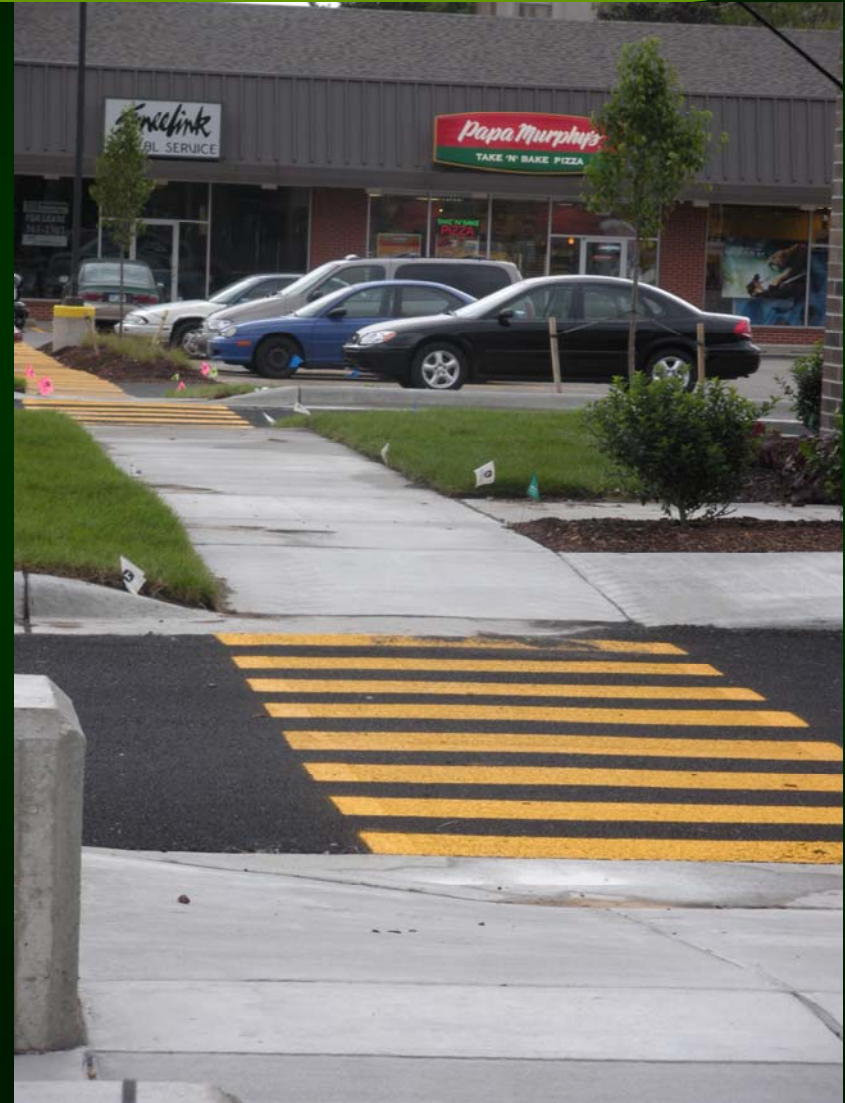
Dumpster Enclosures



Dumpster Enclosures



Pedestrian Connections



Bicycle Parking



Newberry Place Co-Housing

- 20 units of co-housing on 1.2 acres; 17 townhouses and 3 apartments
- \$3.2 million investment



Midtowne Village

- 230,000 square-foot mixed-use development with retail, office, hotel, dedicated open space and residential.
- \$23.4 million investment (pictured)



Uptown Village

- Mixed-use development with 10,000 square feet of retail commercial and 24 units of affordable (<60% AMI) housing.
- \$3 million investment



Diamond Townhomes Live/Work

- Two units of housing with live/work flex space adjacent to a traditional business district
- \$450,000 investment



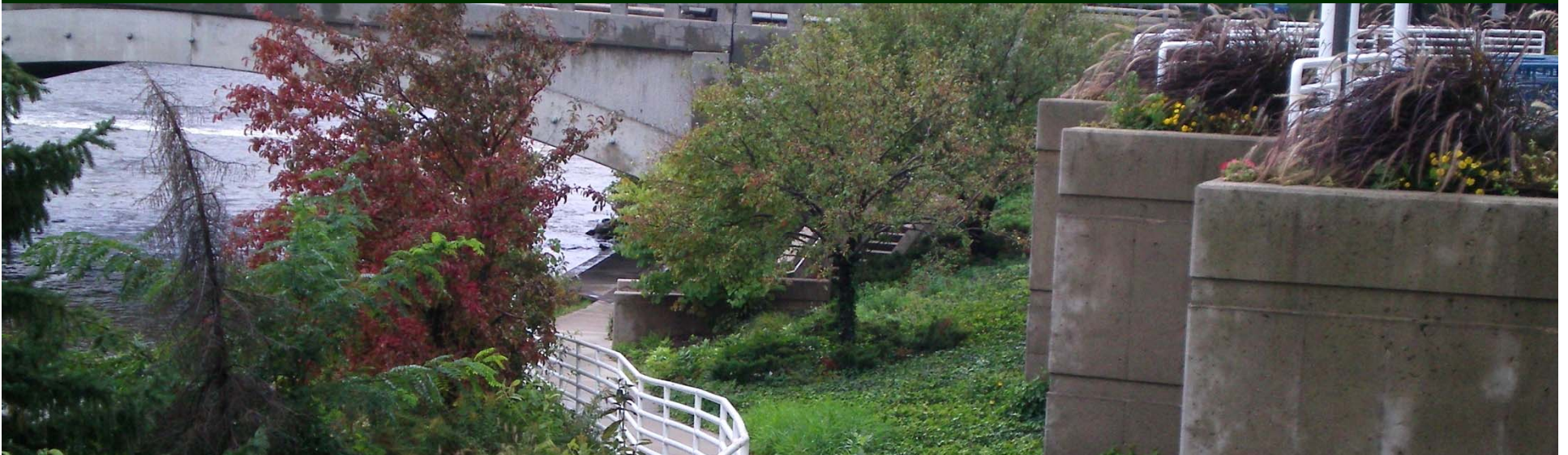
Hope Lodge

- Extended stay hospitality house and offices on newly constructed urban roundabout
- \$32.7 million investment

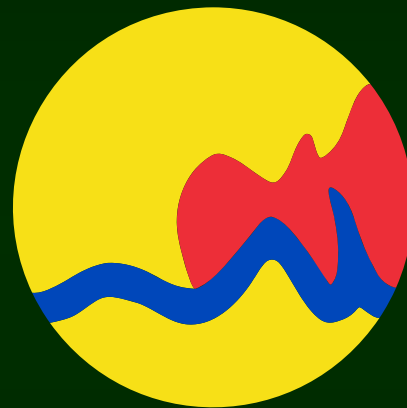


Building for the Future

- Create Community Ownership
- Focus on Smart Growth
- Regulate for Quality Design
- Green Infrastructure = Quality of Life



Thank You!



CITY OF
GRAND
RAPIDS

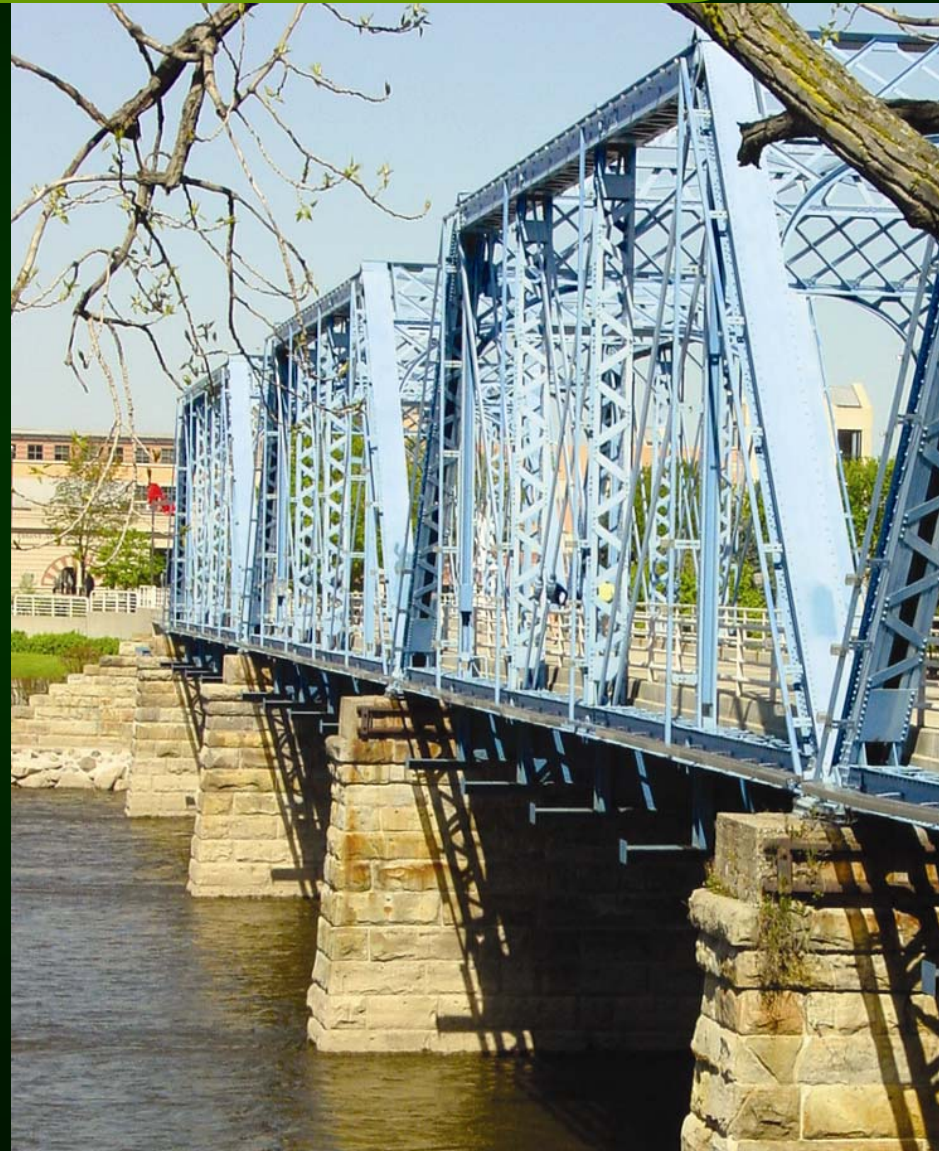


GREEN GRAND RAPIDS



Community Challenges

- Decreasing amount of vacant land
- Downsizing of GRPS
- Shrinking city resources
- Emerald Ash Borer
- Awareness of tree canopy benefits
- Requests for bike lanes
- Stormwater management issues
- Underutilization of Grand River
- Local food interest
- Economic development strategy



Green Grand Rapids

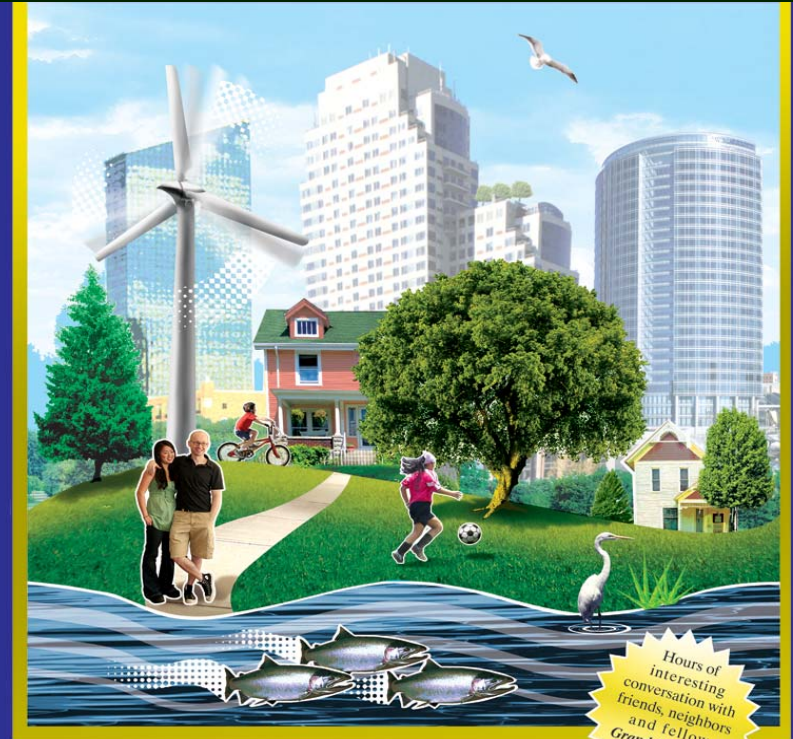


City-Wide Topics

- Parks + Recreation
- Greening
- Connections
- Natural Systems
- Grand River
- Local Food

GGR Progress to Date

- Steering Committee (meets monthly)
- Stakeholder Interviews
- Green Pursuits (meeting-in-a-box)
- Green Gathering #1: Ideas (June '08)
- Inventory "Atlas"
- Analysis: Ecological Framework, Park Accessibility, Urban Forest Canopy.
- Draft objectives, strategies, and actions
- Green Gathering #2: Choices (Oct. '08)
- Special Studies



Green Pursuits


CITY OF
GRAND
RAPIDS

Parks

Inventory and Park Accessibility

Parks + Recreation Composite

Priority Strategies

- #1 Provide an accessible park with $\frac{1}{4}$ mile of all residents
- #2 Establish maintenance priorities that balance quality and cost
- #3 Extend the riverwalk from Riverside to Millennium

GREEN GRAND RAPIDS

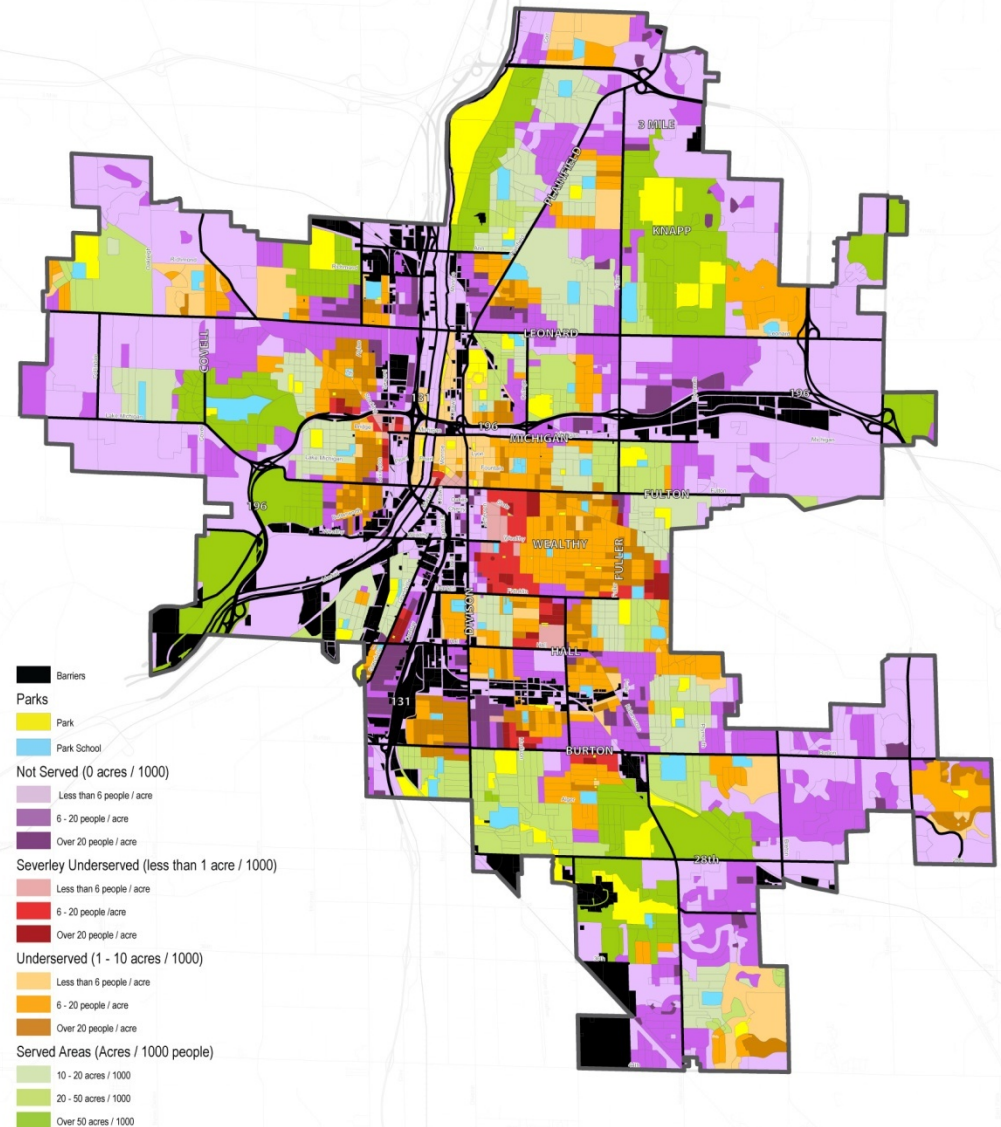
PARKS + RECREATION . Unserved + Underserved Areas by Population Density

2008 . 10 . 22



MAP DESCRIPTION:

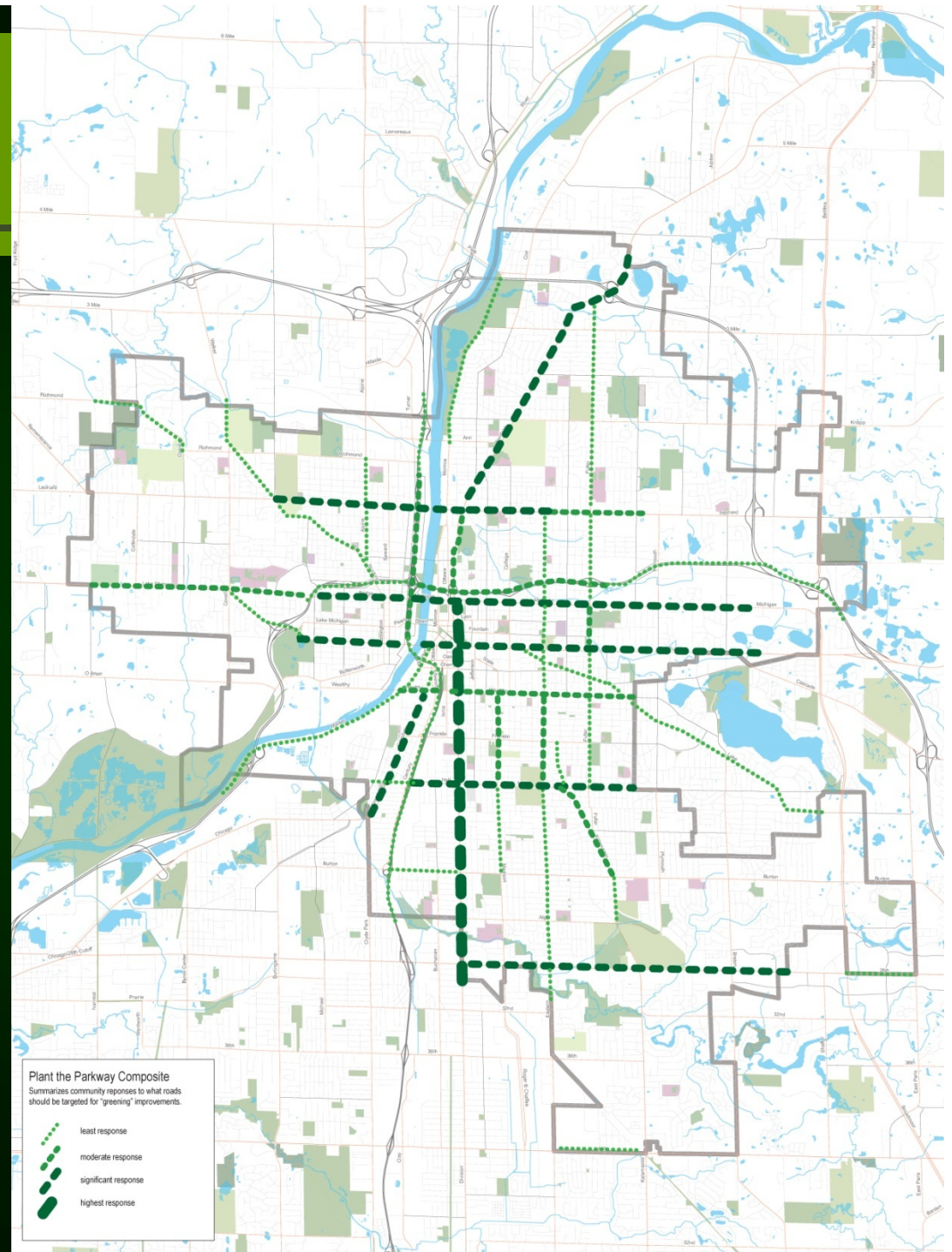
This map illustrates how well residents within each city block are served. Within deficit areas (not served, severely underserved, and underserved), possible priorities for improvements are identified by areas with higher population densities. These are the areas where relatively more people are not adequately served by existing parks.



Greening

Priority Strategies

1. Encourage an increase in the tree canopy
2. Manage stormwater as close to where it falls as possible
3. Minimize stormwater volumes and pollutants in right-of-ways
4. Design streets to minimize irrigation and focus maintenance resources



Greening

GREEN GRAND RAPIDS

URBAN FOREST . Arterial ROW Canopy Cover

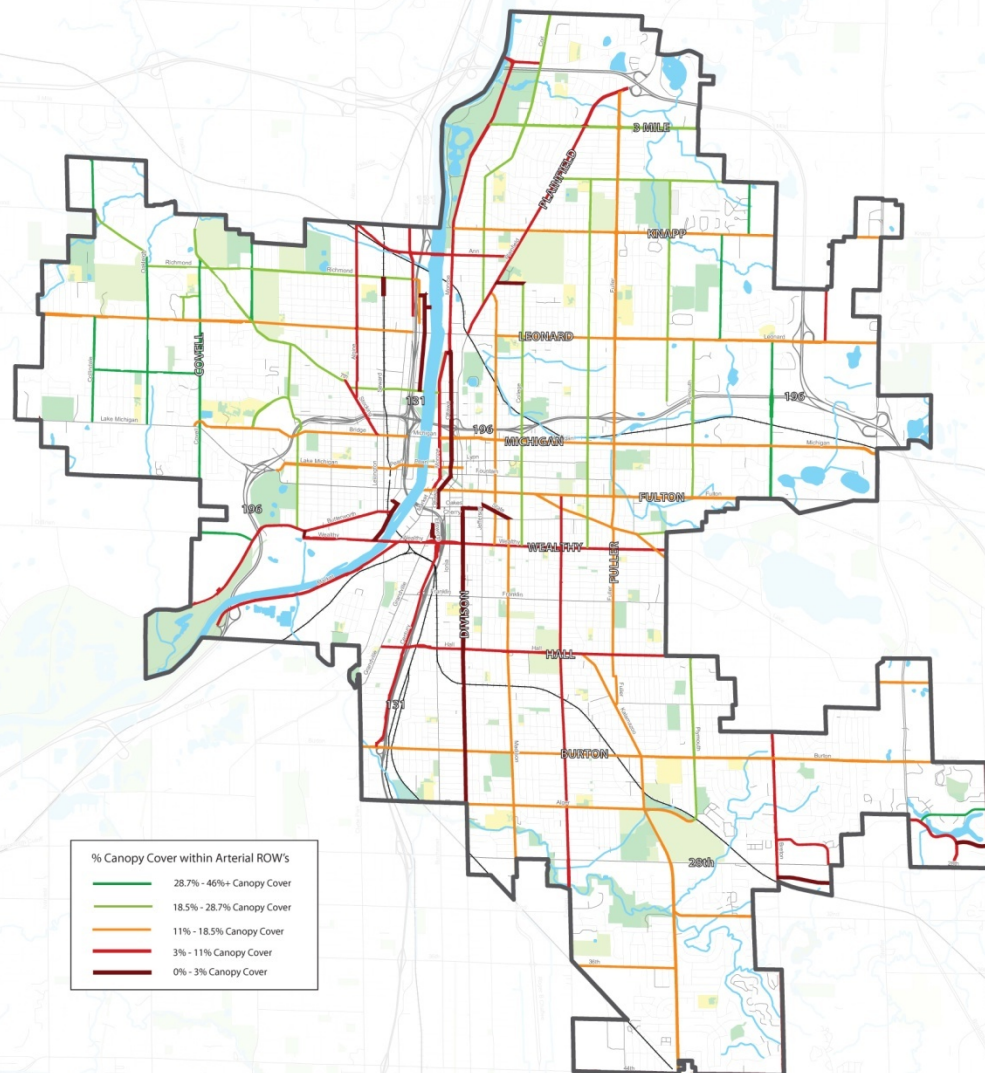
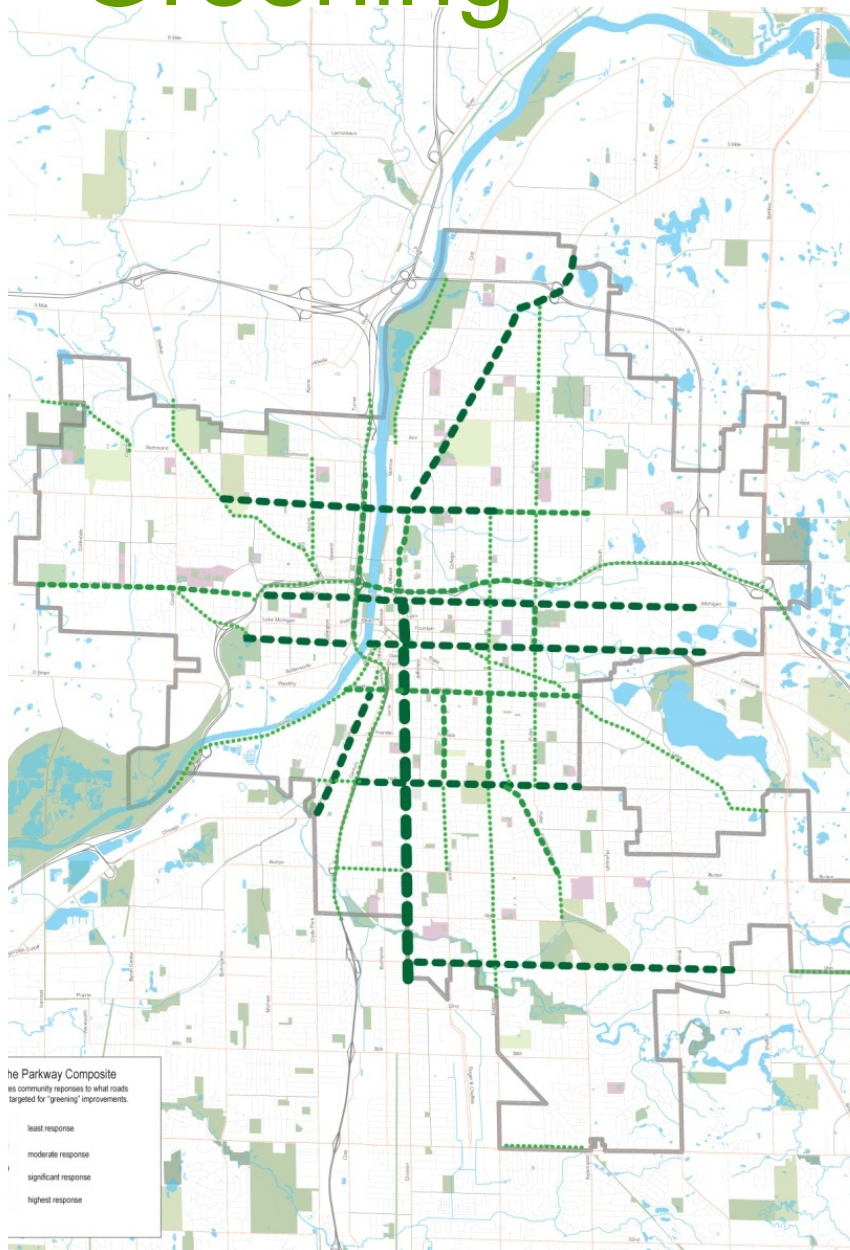


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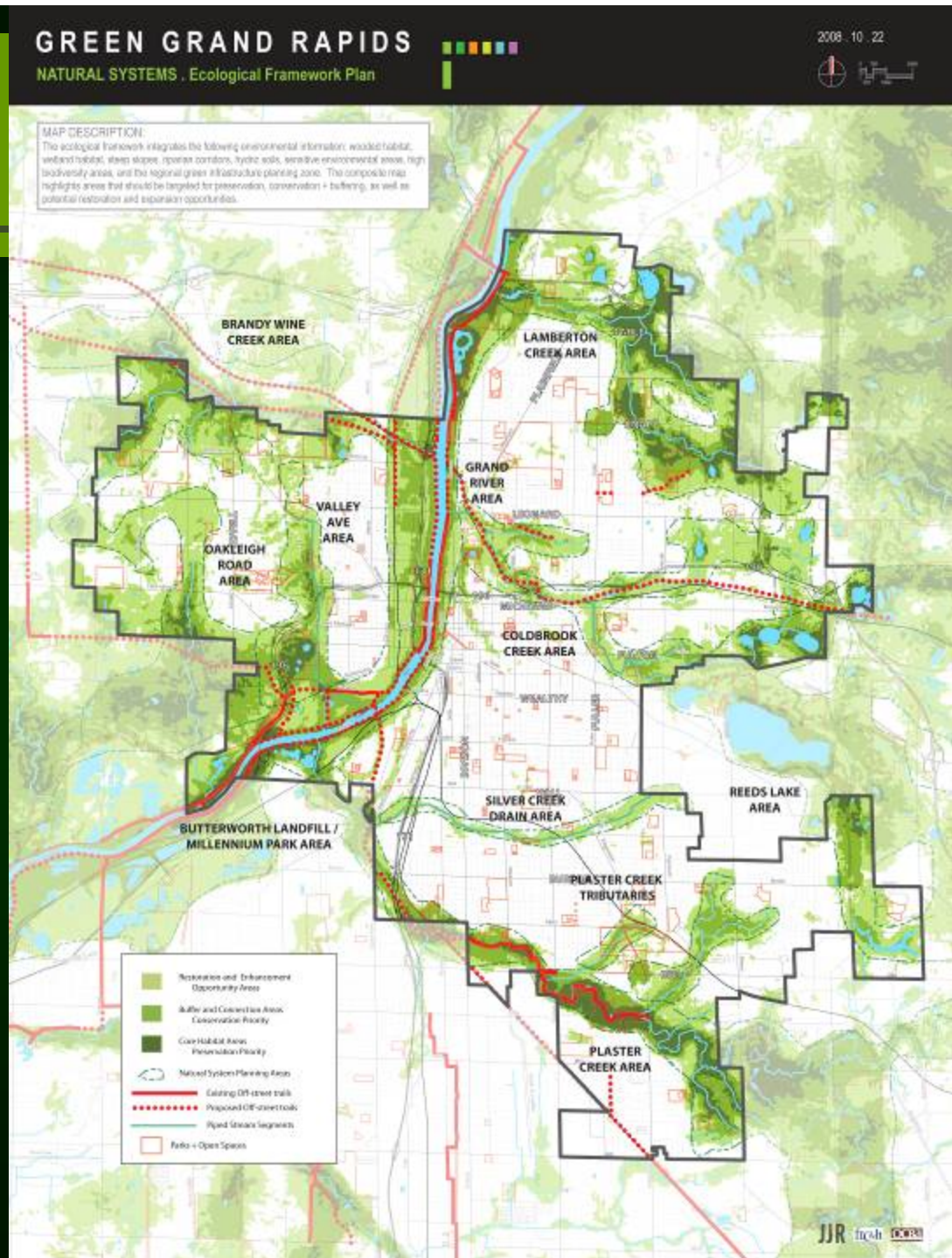
Results from the city-wide tree canopy analysis highlight the % canopy cover within Right-of-Ways (ROW) of major arterial streets in Grand Rapids. These results parallel those of Green Gathering #1 and Green Pursuits, where greening priority streets were identified.



Natural Systems

Priority Strategies

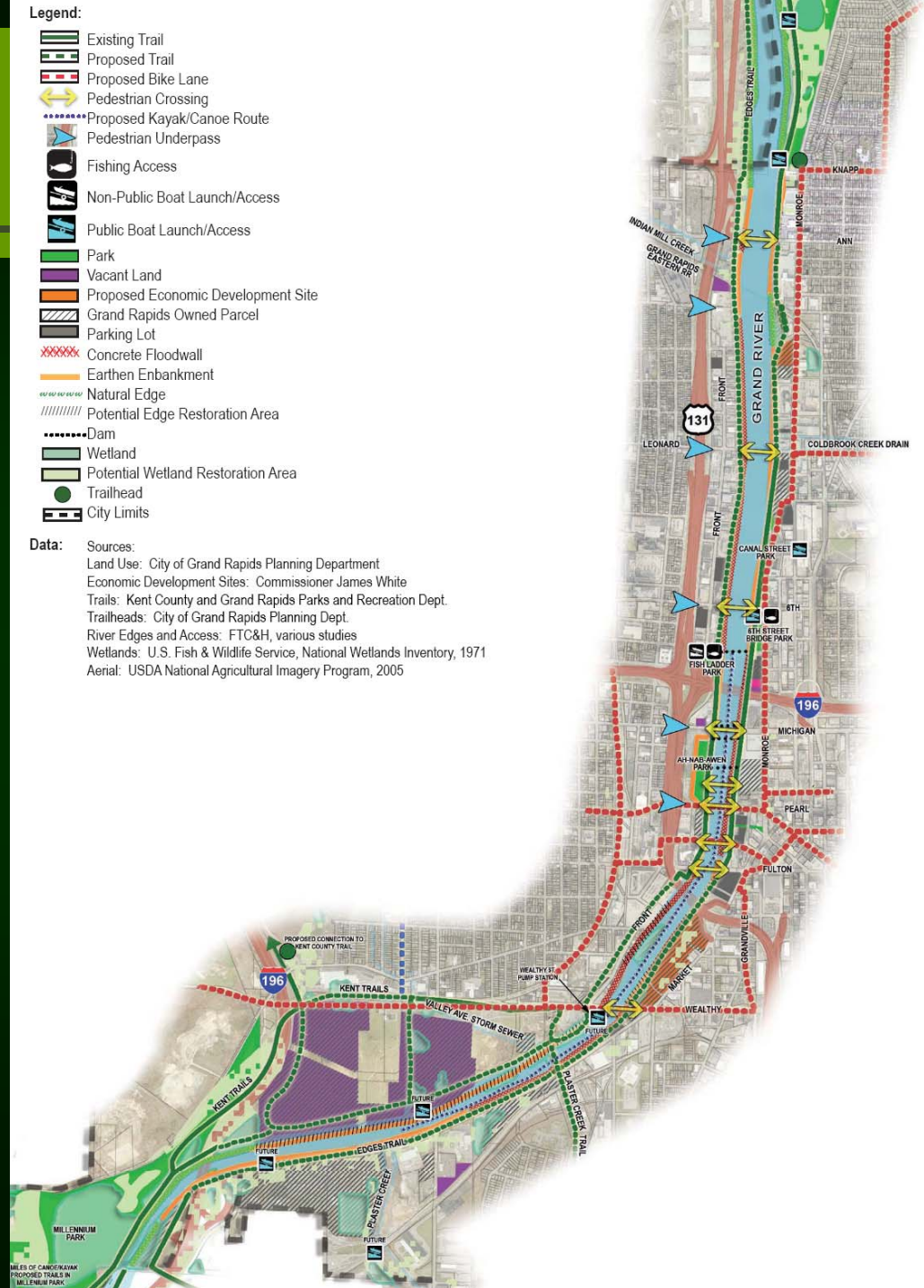
1. Promote sustainable growth management
2. (tie) Create an ecological framework plan
2. (tie) Reduce stormwater runoff and increase infiltration
3. Protect and expand the forest canopy



Grand River

Priority Strategies

1. Expand the range of recreation opportunities
2. (tie) Investigate opportunities for adding riverfront parks
3. (tie) Use riverfront parks and the riverwalk/greenways to protect the quality of stream and river corridors
4. Evaluate the feasibility of returning the rapids to the river

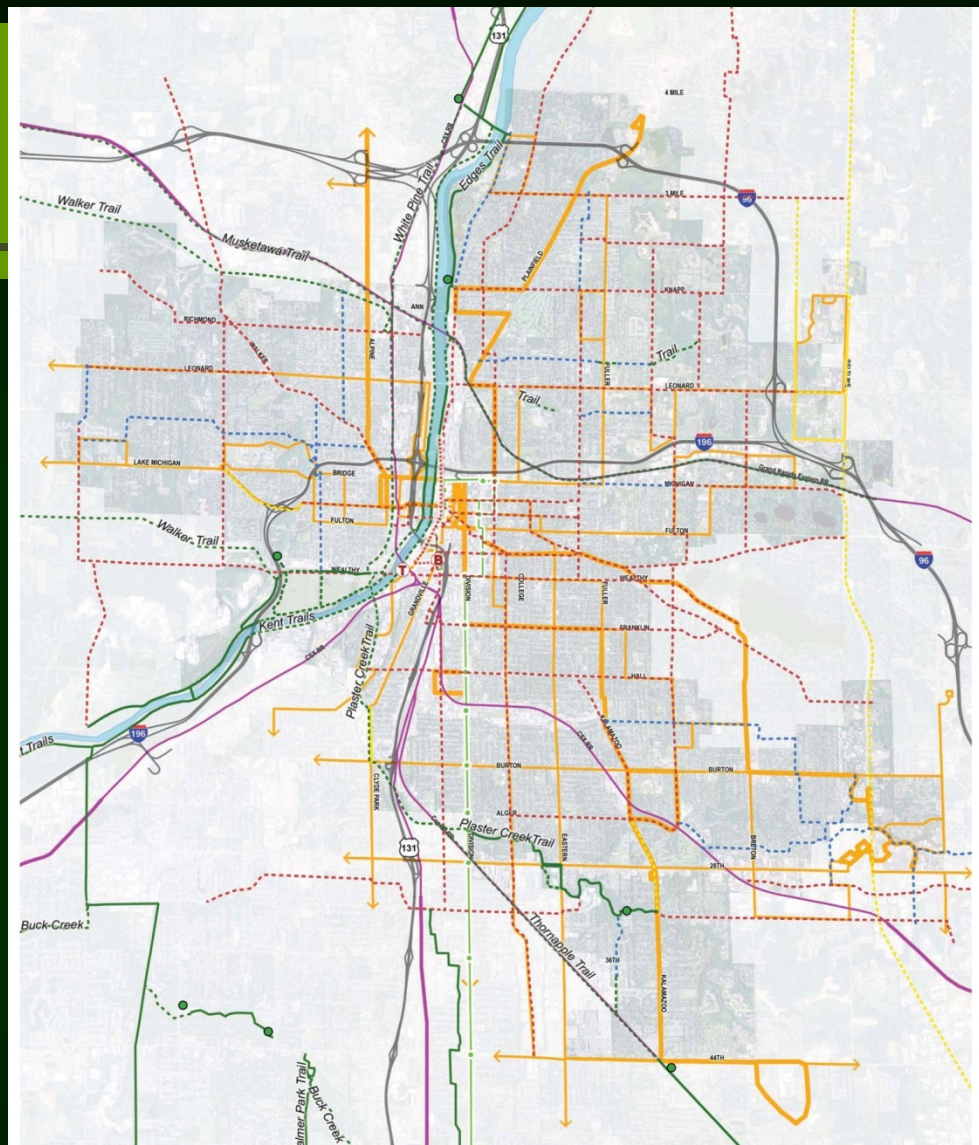


Connections

Priority strategies

- #1 Appoint a “complete streets” committee
- #2 Adopt an on-street bike route plan; implement incrementally
- #3 Design all streets to be safe, walkable and to present a pleasing image

6a 2 Lanes w/ Bike Lanes and 1 Side Parking
66' ROW



Legend:

- Existing Trail
- Proposed Trail
- Proposed Bike Lane
- Proposed Bike Route
- Existing Sidepath
- Proposed Sidepath
- Existing Bus Route (width indicates use)
- Proposed Bus Rapid Transit and Stations
- Active Rail Line
- Proposed Streetcar Route
- Trailhead w/ Parking
- Existing Bus Terminal
- Existing Rail Terminal

Data:

Sources:
Bike Routes, Bike Lanes, Rail: City of Grand Rapids Planning Department
Bus/Express Bus Routes/Proposed Streetcar: The Rapid
Trails: Kent County, Ottawa County, Ada Twp, Alpine Twp, Algoma Twp, Bowne Twp, Byron Twp, Cascade Twp, Grand Rapids Twp, Lowell Twp, Plainfield Twp, Vergennes Twp, City of Wyoming, City of Kentwood, City of Walker, City of East Grand Rapids, Georgetown Twp, Talmadge Twp, City of Grandville, City of Belmont, City of Comstock Park

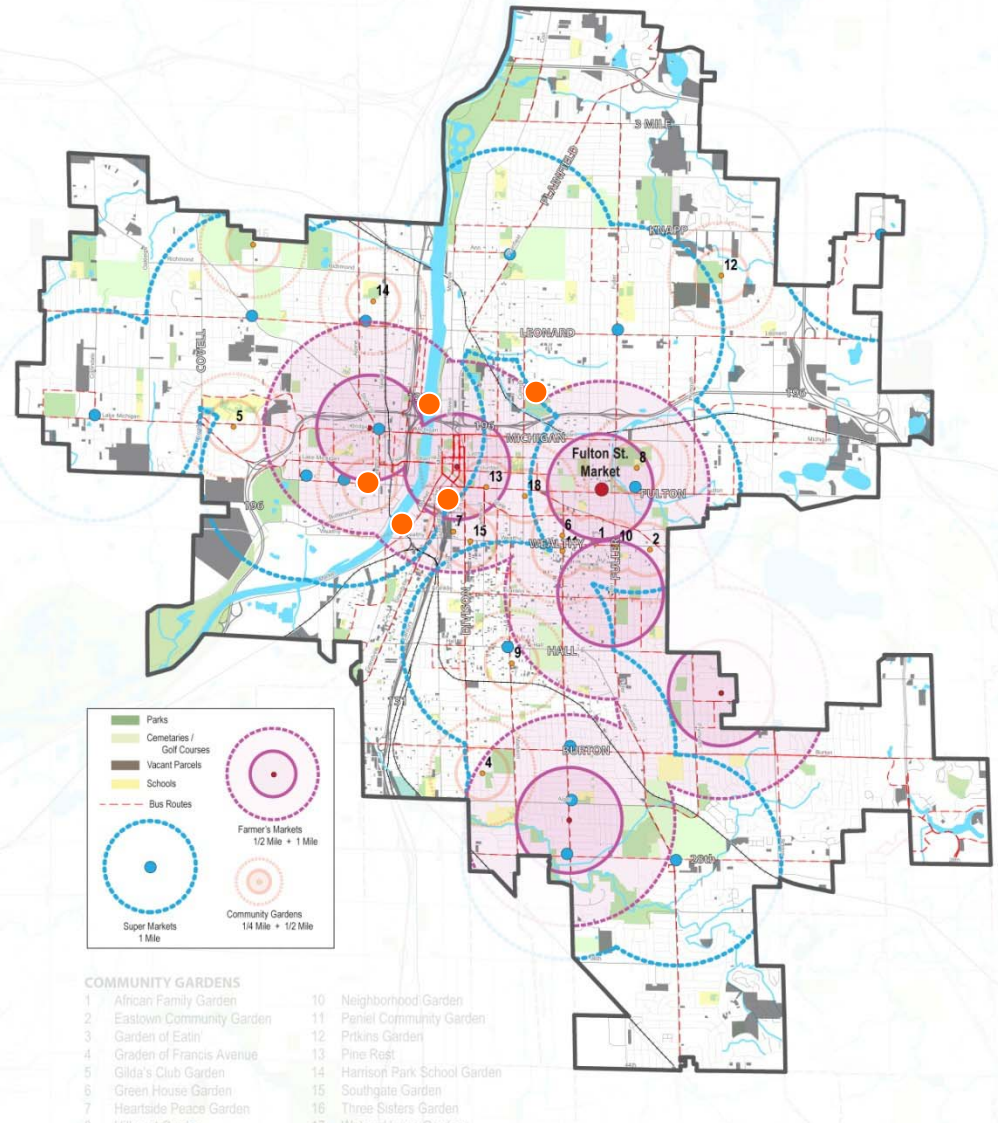
Aerial: USDA National Agricultural Imagery Program, 2005

Local Food

Priority Strategies

1. Help to “pilot” new farmers markets throughout the city
2. Propose policy/ordinance changes to support community gardens
3. Explore the feasibility of a 4-season downtown farmer’s market

MAP DESCRIPTION:
The current locations of community gardens and farmers markets are shown with distance radii for walking (1/4 and 1/2 mile for gardens, 1/2 mile and 1 mile for markets). In addition, bus routes and full service grocery stores located in Grand Rapids are shown.



Community garden locations with 1/4 and 1/2 mile walking radii defined (faint orange), grocery store locations within 1 mile (blue) and farmer's market locations (pink).

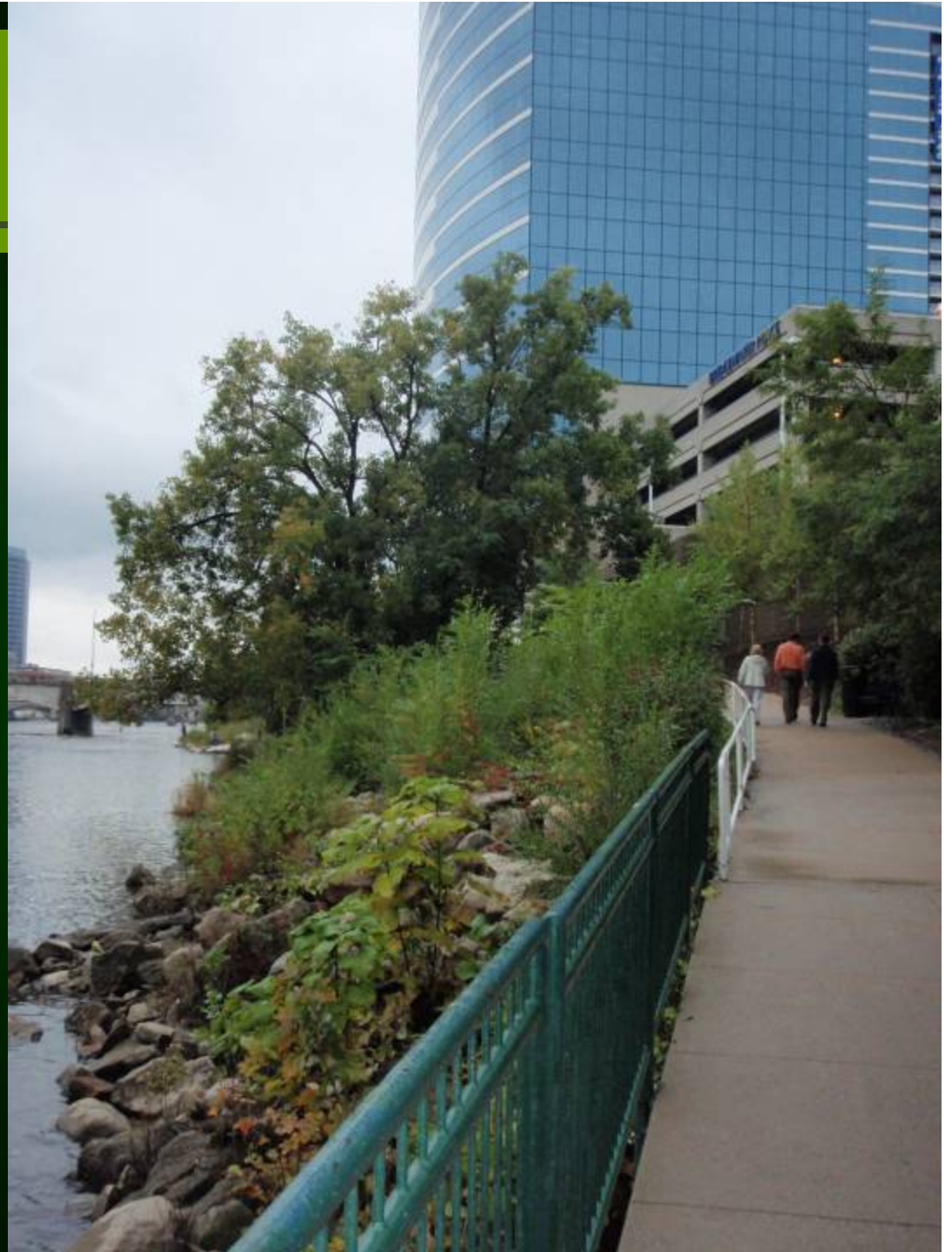
Studies

PARK CONCEPT STUDIES

- Joe Taylor Park
- Butterworth Landfill
- Ball Perkins Park

GRAND RIVER STUDIES

- Kayak / Rapids Course
- Riverwalk Extension
- 201 Market Street



Implementation

Community Ownership

Parks + Recreation:

Friends of Grand Rapids Parks

Greening:

Urban Forestry Committee

Connections:

Bike Summit, City Design Team

Natural Systems:

WMEAC

Grand River:

DDA

Food / Health:

Blandford Center



Thank You!



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RAPIDS